



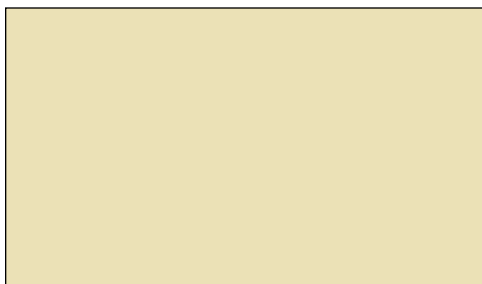
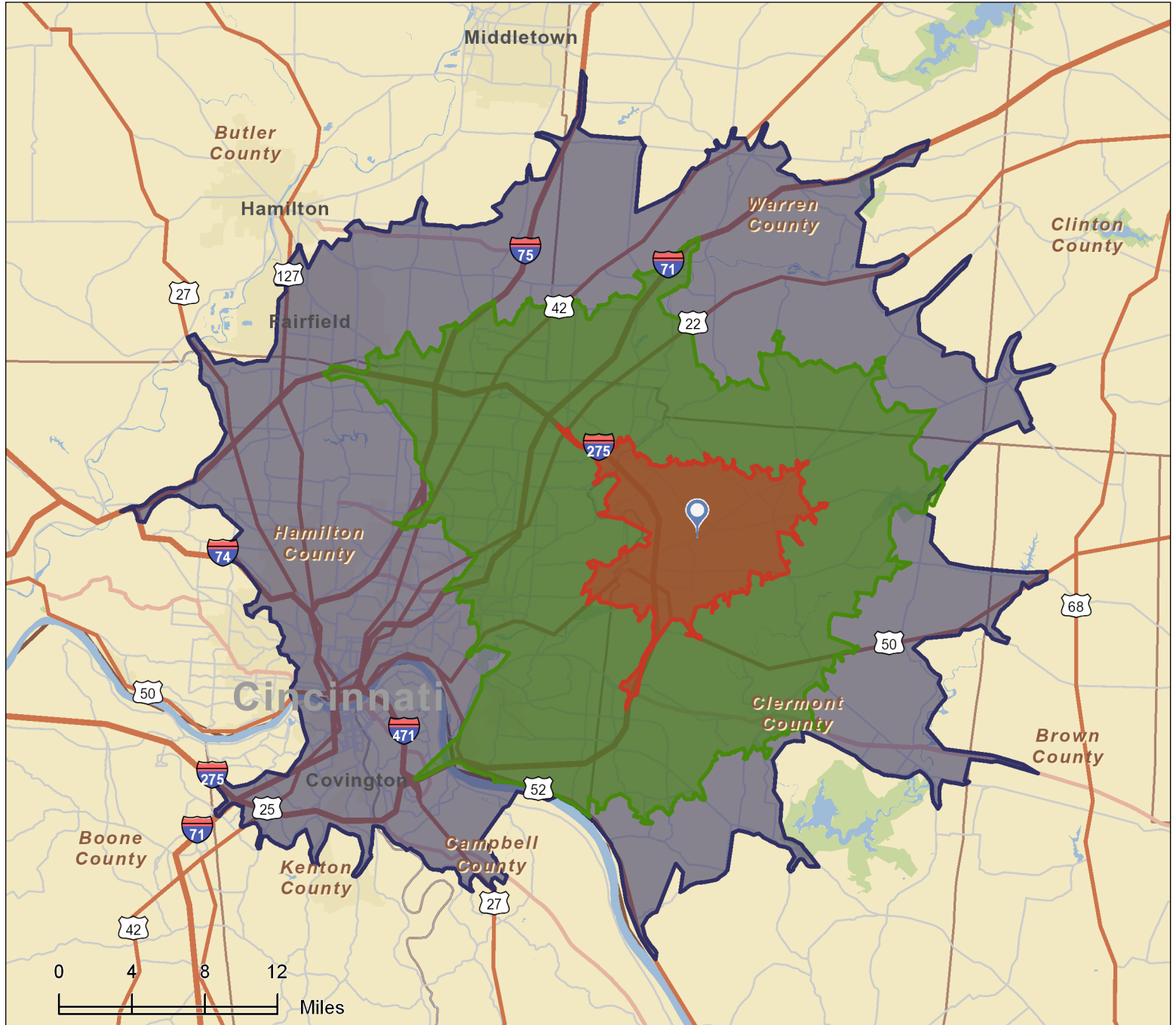
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Site Map

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drivetime: 10, 20, 30 Minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298



March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

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Population Summary			
2000 Total Population	50,079	394,990	1,110,156
2000 Group Quarters	495	4,330	24,217
2010 Total Population	56,619	425,303	1,173,690
2015 Total Population	59,292	441,705	1,211,889
2010-2015 Annual Rate	0.93%	0.76%	0.64%
Household Summary			
2000 Households	18,481	153,700	446,211
2000 Average Household Size	2.68	2.54	2.43
2010 Households	21,155	165,521	470,123
2010 Average Household Size	2.65	2.54	2.43
2015 Households	22,223	172,039	485,840
2015 Average Household Size	2.65	2.54	2.43
2010-2015 Annual Rate	0.99%	0.78%	0.66%
2000 Families	13,866	108,230	284,757
2000 Average Family Size	3.13	3.07	3.07
2010 Families	15,718	114,775	295,469
2010 Average Family Size	3.10	3.08	3.08
2015 Families	16,444	118,526	303,281
2015 Average Family Size	3.10	3.08	3.08
2010-2015 Annual Rate	0.91%	0.65%	0.52%
Housing Unit Summary			
2000 Housing Units	19,170	160,628	478,053
Owner Occupied Housing Units	77.1%	71.0%	58.7%
Renter Occupied Housing Units	19.4%	24.7%	34.7%
Vacant Housing Units	3.5%	4.3%	6.7%
2010 Housing Units	22,450	178,862	527,960
Owner Occupied Housing Units	74.7%	67.3%	55.7%
Renter Occupied Housing Units	19.6%	25.3%	33.3%
Vacant Housing Units	5.8%	7.5%	11.0%
2015 Housing Units	23,877	186,956	548,479
Owner Occupied Housing Units	74.0%	66.9%	55.7%
Renter Occupied Housing Units	19.0%	25.1%	32.9%
Vacant Housing Units	6.9%	8.0%	11.4%
Median Household Income			
2000	\$54,758	\$54,901	\$44,513
2010	\$69,986	\$68,866	\$58,194
2015	\$78,874	\$78,534	\$66,514
Median Home Value			
2000	\$129,309	\$134,768	\$116,437
2010	\$159,402	\$159,672	\$140,357
2015	\$176,384	\$174,946	\$153,838
Per Capita Income			
2000	\$26,456	\$29,113	\$24,585
2010	\$32,654	\$34,689	\$30,249
2015	\$36,058	\$38,661	\$33,985
Median Age			
2000	36.0	37.0	35.2
2010	38.1	39.0	36.8
2015	38.0	38.8	36.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income			
Household Income Base	18,421	153,734	446,201
<\$15,000	9.1%	9.1%	15.1%
\$15,000 - \$24,999	8.9%	9.7%	12.1%
\$25,000 - \$34,999	11.6%	10.9%	12.3%
\$35,000 - \$49,999	15.2%	15.2%	15.8%
\$50,000 - \$74,999	21.5%	21.2%	19.5%
\$75,000 - \$99,999	14.4%	13.7%	11.2%
\$100,000 - \$149,999	12.1%	11.8%	8.6%
\$150,000 - \$199,999	3.6%	3.9%	2.6%
\$200,000+	3.6%	4.6%	2.9%
Average Household Income	\$71,187	\$74,376	\$60,438
2010 Households by Income			
Household Income Base	21,155	165,522	470,121
<\$15,000	6.4%	6.3%	10.9%
\$15,000 - \$24,999	5.5%	6.1%	8.3%
\$25,000 - \$34,999	7.3%	7.4%	8.7%
\$35,000 - \$49,999	13.6%	13.8%	15.0%
\$50,000 - \$74,999	20.7%	20.5%	19.8%
\$75,000 - \$99,999	18.0%	17.0%	15.5%
\$100,000 - \$149,999	17.7%	17.5%	13.9%
\$150,000 - \$199,999	5.9%	5.4%	3.9%
\$200,000+	4.9%	5.9%	4.0%
Average Household Income	\$87,036	\$88,819	\$74,624
2015 Households by Income			
Household Income Base	22,224	172,038	485,838
<\$15,000	5.4%	5.3%	9.6%
\$15,000 - \$24,999	4.2%	4.6%	6.6%
\$25,000 - \$34,999	5.3%	5.2%	6.6%
\$35,000 - \$49,999	9.8%	9.9%	11.7%
\$50,000 - \$74,999	21.5%	21.9%	20.8%
\$75,000 - \$99,999	18.4%	16.9%	16.2%
\$100,000 - \$149,999	22.7%	22.7%	18.8%
\$150,000 - \$199,999	7.0%	6.6%	4.9%
\$200,000+	5.6%	6.9%	4.8%
Average Household Income	\$95,826	\$98,929	\$83,784
2000 Owner Occupied Housing Units by Value			
Total	14,700	114,020	280,407
<\$50,000	12.0%	3.7%	5.6%
\$50,000 - \$99,999	22.2%	24.8%	34.2%
\$100,000 - \$149,999	25.4%	29.5%	27.7%
\$150,000 - \$199,999	18.7%	17.9%	14.8%
\$200,000 - \$299,999	13.4%	14.2%	10.7%
\$300,000 - \$499,999	6.5%	6.9%	5.0%
\$500,000 - \$999,999	1.4%	2.4%	1.6%
\$1,000,000 +	0.4%	0.7%	0.5%
Average Home Value	\$156,051	\$174,226	\$150,133
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	3,686	39,393	165,169
With Cash Rent	95.4%	96.5%	97.2%
No Cash Rent	4.6%	3.5%	2.8%
Median Rent	\$483	\$534	\$447
Average Rent	\$494	\$594	\$482

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age			
Total	50,082	394,987	1,110,158
0 - 4	7.5%	7.0%	7.0%
5 - 9	8.0%	7.5%	7.3%
10 - 14	8.2%	7.8%	7.5%
15 - 24	12.0%	11.5%	13.5%
25 - 34	12.4%	12.8%	14.4%
35 - 44	17.9%	17.3%	16.5%
45 - 54	15.0%	15.0%	13.6%
55 - 64	8.5%	8.8%	8.2%
65 - 74	5.6%	6.5%	6.3%
75 - 84	3.4%	4.3%	4.2%
85 +	1.4%	1.6%	1.5%
18 +	71.4%	73.2%	73.8%
2010 Population by Age			
Total	56,621	425,304	1,173,690
0 - 4	7.4%	6.9%	7.0%
5 - 9	7.5%	6.8%	6.8%
10 - 14	7.6%	7.0%	6.6%
15 - 24	11.7%	12.1%	13.8%
25 - 34	11.8%	11.9%	13.5%
35 - 44	14.3%	13.6%	13.7%
45 - 54	16.4%	15.9%	14.8%
55 - 64	11.9%	12.4%	11.3%
65 - 74	6.2%	6.8%	6.4%
75 - 84	3.6%	4.4%	4.2%
85 +	1.8%	2.2%	2.0%
18 +	73.1%	75.1%	75.6%
2015 Population by Age			
Total	59,293	441,707	1,211,889
0 - 4	7.3%	6.8%	6.9%
5 - 9	7.5%	6.8%	6.8%
10 - 14	7.8%	7.1%	6.7%
15 - 24	11.5%	11.7%	13.1%
25 - 34	11.8%	12.8%	14.2%
35 - 44	13.6%	12.7%	12.8%
45 - 54	15.0%	14.3%	13.4%
55 - 64	12.5%	13.0%	12.1%
65 - 74	7.7%	8.3%	7.8%
75 - 84	3.6%	4.3%	4.1%
85 +	1.8%	2.1%	2.0%
18 +	73.1%	75.3%	75.8%
2000 Population by Sex			
Males	48.6%	48.2%	48.2%
Females	51.4%	51.8%	51.8%
2010 Population by Sex			
Males	48.6%	48.3%	48.4%
Females	51.4%	51.7%	51.6%
2015 Population by Sex			
Males	48.7%	48.4%	48.5%
Females	51.3%	51.6%	51.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	50,079	394,989	1,110,157
White Alone	96.5%	89.4%	78.8%
Black Alone	1.3%	6.9%	17.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	0.9%	2.1%	1.7%
Some Other Race Alone	0.3%	0.4%	0.5%
Two or More Races	0.8%	1.0%	1.2%
Hispanic Origin	0.9%	1.1%	1.2%
Diversity Index	8.6	21.3	36.4
2010 Population by Race/Ethnicity			
Total	56,619	425,304	1,173,691
White Alone	95.2%	87.3%	76.8%
Black Alone	2.0%	7.4%	18.1%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.2%	3.1%	2.4%
Some Other Race Alone	0.4%	0.6%	0.8%
Two or More Races	1.1%	1.4%	1.7%
Hispanic Origin	1.5%	2.1%	2.3%
Diversity Index	12.0	26.3	40.5
2015 Population by Race/Ethnicity			
Total	59,293	441,705	1,211,889
White Alone	94.6%	86.4%	75.7%
Black Alone	2.2%	7.7%	18.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.4%	3.5%	2.7%
Some Other Race Alone	0.4%	0.7%	0.9%
Two or More Races	1.2%	1.6%	1.9%
Hispanic Origin	1.8%	2.6%	2.8%
Diversity Index	13.8	28.5	42.4
2000 Population 3+ by School Enrollment			
Total	47,850	379,086	1,063,777
Enrolled in Nursery/Preschool	2.1%	2.4%	2.2%
Enrolled in Kindergarten	1.7%	1.6%	1.5%
Enrolled in Grade 1-8	13.8%	13.1%	12.7%
Enrolled in Grade 9-12	6.7%	6.2%	6.0%
Enrolled in College	3.5%	3.4%	4.7%
Enrolled in Grad/Prof School	0.6%	1.0%	1.2%
Not Enrolled in School	71.5%	72.3%	71.7%
2010 Population 25+ by Educational Attainment			
Total	37,289	285,549	772,599
Less Than 9th Grade	2.6%	2.3%	3.2%
9th to 12th Grade, No Diploma	7.3%	6.0%	8.5%
High School Graduate	27.5%	24.8%	27.6%
Some College, No Degree	18.9%	18.7%	19.0%
Associate Degree	8.5%	8.0%	7.7%
Bachelor's Degree	22.1%	25.0%	21.2%
Graduate/Professional Degree	13.2%	15.2%	12.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status			
Total	43,889	337,142	934,158
Never Married	22.5%	25.4%	31.4%
Married	61.8%	58.4%	50.8%
Widowed	5.6%	6.0%	6.2%
Divorced	10.1%	10.2%	11.6%
2000 Population 16+ by Employment Status			
Total	37,341	300,854	850,969
In Labor Force	69.5%	68.6%	66.9%
Civilian Employed	67.5%	66.5%	63.9%
Civilian Unemployed	2.0%	2.1%	3.0%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	30.5%	31.4%	33.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	90.1%	90.5%	88.6%
Civilian Unemployed	9.9%	9.5%	11.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	92.0%	92.3%	90.8%
Civilian Unemployed	8.0%	7.7%	9.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	19,542	158,819	449,181
Own Children < 6 Only	9.3%	8.1%	8.0%
Employed/in Armed Forces	5.9%	5.1%	5.0%
Unemployed	0.3%	0.2%	0.3%
Not in Labor Force	3.2%	2.8%	2.7%
Own Children <6 and 6-17 Only	7.1%	6.5%	6.2%
Employed/in Armed Forces	4.0%	3.6%	3.5%
Unemployed	0.2%	0.1%	0.2%
Not in Labor Force	2.9%	2.9%	2.5%
Own Children 6-17 Only	20.4%	19.5%	17.8%
Employed/in Armed Forces	15.3%	14.6%	13.2%
Unemployed	0.3%	0.4%	0.5%
Not in Labor Force	4.7%	4.5%	4.1%
No Own Children < 18	63.2%	65.9%	68.0%
Employed/in Armed Forces	33.9%	35.4%	36.0%
Unemployed	1.2%	1.2%	1.6%
Not in Labor Force	28.2%	29.3%	30.3%
2010 Employed Population 16+ by Industry			
Total	26,729	207,003	551,685
Agriculture/Mining	0.2%	0.2%	0.2%
Construction	5.4%	4.4%	4.5%
Manufacturing	13.8%	12.2%	11.5%
Wholesale Trade	4.6%	3.9%	3.7%
Retail Trade	12.2%	11.8%	11.4%
Transportation/Utilities	3.6%	3.5%	4.2%
Information	1.8%	2.0%	1.9%
Finance/Insurance/Real Estate	8.6%	8.5%	8.2%
Services	48.2%	50.6%	51.2%
Public Administration	1.8%	2.9%	3.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	26,727	207,002	551,686
White Collar	68.4%	71.7%	67.8%
Management/Business/Financial	17.9%	19.0%	16.5%
Professional	23.6%	26.6%	25.2%
Sales	13.4%	12.8%	11.9%
Administrative Support	13.4%	13.2%	14.2%
Services	14.1%	13.8%	15.9%
Blue Collar	17.5%	14.6%	16.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	3.9%	3.0%	3.4%
Installation/Maintenance/Repair	4.1%	2.9%	2.8%
Production	4.8%	4.5%	5.1%
Transportation/Material Moving	4.7%	4.0%	4.9%
2000 Workers 16+ by Means of Transportation to Work			
Total	24,833	197,019	534,963
Drove Alone - Car, Truck, or Van	85.8%	84.9%	80.5%
Carpooled - Car, Truck, or Van	8.0%	8.0%	9.3%
Public Transportation	0.8%	1.9%	3.9%
Walked	0.8%	1.1%	2.6%
Other Means	0.7%	0.6%	0.6%
Worked at Home	4.0%	3.5%	3.0%
2000 Workers 16+ by Travel Time to Work			
Total	24,834	197,016	534,962
Did not Work at Home	96.0%	96.5%	97.0%
Less than 5 minutes	2.2%	2.3%	2.4%
5 to 9 minutes	6.8%	8.4%	8.8%
10 to 19 minutes	22.6%	28.0%	30.7%
20 to 24 minutes	16.0%	17.3%	17.8%
25 to 34 minutes	28.4%	24.7%	22.4%
35 to 44 minutes	8.7%	7.0%	6.0%
45 to 59 minutes	8.1%	5.5%	5.3%
60 to 89 minutes	1.9%	2.0%	2.1%
90 or more minutes	1.4%	1.3%	1.4%
Worked at Home	4.0%	3.5%	3.0%
Average Travel Time to Work (in min)	25.9	23.7	23.2
2000 Households by Vehicles Available			
Total	18,436	153,719	446,306
None	4.6%	5.5%	11.6%
1	25.2%	29.5%	34.5%
2	45.9%	44.7%	37.9%
3	17.7%	15.0%	11.9%
4	4.8%	3.9%	3.0%
5+	1.8%	1.4%	1.1%
Average Number of Vehicles Available	2.0	1.9	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type			
Total	18,481	153,698	446,210
Family Households	75.0%	70.4%	63.8%
Married-couple Family	62.6%	57.8%	47.2%
With Related Children	32.6%	28.6%	22.9%
Other Family (No Spouse)	12.4%	12.6%	16.6%
With Related Children	8.5%	8.2%	11.4%
Nonfamily Households	25.0%	29.6%	36.2%
Householder Living Alone	21.2%	25.3%	30.4%
Householder Not Living Alone	3.8%	4.3%	5.8%
Households with Related Children	41.1%	36.8%	34.3%
Households with Persons 65+	19.5%	22.0%	21.3%
2000 Households by Size			
Total	18,481	153,700	446,211
1 Person Household	21.2%	25.3%	30.4%
2 Person Household	32.2%	33.2%	31.4%
3 Person Household	18.4%	16.6%	15.8%
4 Person Household	17.4%	15.7%	13.5%
5 Person Household	8.0%	6.6%	6.0%
6 Person Household	2.1%	1.9%	2.0%
7 + Person Household	0.7%	0.7%	0.9%
2000 Households by Year Householder Moved In			
Total	18,437	153,719	446,306
Moved in 1999 to March 2000	17.3%	18.1%	21.2%
Moved in 1995 to 1998	31.7%	29.3%	29.8%
Moved in 1990 to 1994	16.9%	17.0%	15.8%
Moved in 1980 to 1989	17.3%	16.4%	14.6%
Moved in 1970 to 1979	9.7%	9.5%	9.0%
Moved in 1969 or Earlier	7.1%	9.6%	9.6%
Median Year Householder Moved In	1995	1994	1995
2000 Housing Units by Units in Structure			
Total	19,121	160,629	478,136
1, Detached	69.1%	69.5%	58.0%
1, Attached	3.1%	4.9%	4.6%
2	1.0%	1.6%	5.5%
3 or 4	1.2%	4.1%	7.3%
5 to 9	2.6%	5.1%	7.5%
10 to 19	9.3%	6.8%	8.0%
20 +	3.3%	5.7%	7.6%
Mobile Home	10.4%	2.3%	1.5%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	19,121	160,630	478,136
1999 to March 2000	2.9%	1.9%	1.6%
1995 to 1998	11.8%	7.8%	5.6%
1990 to 1994	10.2%	9.4%	6.7%
1980 to 1989	18.7%	17.0%	11.2%
1970 to 1979	21.7%	18.0%	14.4%
1969 or Earlier	34.8%	45.9%	60.5%
Median Year Structure Built	1977	1972	1963

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Market Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10, 20, 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	0 - 10 minutes	0 - 20 minutes	0 - 30 minutes
Top 3 Tapestry Segments			
1.	Boomburbs	In Style	Rustbelt Traditions
2.	Crossroads	Suburban Splendor	Cozy and Comfortable
3.	Sophisticated Squires	Cozy and Comfortable	Boomburbs
2010 Consumer Spending			
Apparel & Services: Total \$	\$44,090,345	\$354,299,655	\$859,378,223
Average Spent	\$2,084.17	\$2,140.51	\$1,827.99
Spending Potential Index	87	89	76
Computers & Accessories: Total \$	\$5,837,110	\$46,599,550	\$112,582,720
Average Spent	\$275.92	\$281.53	\$239.48
Spending Potential Index	125	128	109
Education: Total \$	\$33,397,794	\$271,024,565	\$654,547,608
Average Spent	\$1,578.73	\$1,637.40	\$1,392.29
Spending Potential Index	129	134	114
Entertainment/Recreation: Total \$	\$87,331,214	\$693,890,635	\$1,645,714,699
Average Spent	\$4,128.19	\$4,192.16	\$3,500.60
Spending Potential Index	128	130	109
Food at Home: Total \$	\$114,270,141	\$918,531,461	\$2,254,375,885
Average Spent	\$5,401.60	\$5,549.33	\$4,795.29
Spending Potential Index	121	124	107
Food Away from Home: Total \$	\$84,517,714	\$677,737,086	\$1,647,485,955
Average Spent	\$3,995.19	\$4,094.57	\$3,504.37
Spending Potential Index	124	127	109
Health Care: Total \$	\$95,701,809	\$769,406,632	\$1,853,517,835
Average Spent	\$4,523.87	\$4,648.39	\$3,942.62
Spending Potential Index	121	125	106
HH Furnishings & Equipment: Total \$	\$48,685,866	\$385,937,796	\$909,322,379
Average Spent	\$2,301.40	\$2,331.65	\$1,934.22
Spending Potential Index	112	113	94
Investments: Total \$	\$44,417,565	\$361,419,421	\$816,564,009
Average Spent	\$2,099.64	\$2,183.53	\$1,736.92
Spending Potential Index	121	126	100
Retail Goods: Total \$	\$627,787,109	\$4,985,573,880	\$11,948,409,619
Average Spent	\$29,675.79	\$30,120.47	\$25,415.49
Spending Potential Index	119	121	102
Shelter: Total \$	\$421,959,734	\$3,389,642,044	\$8,060,550,801
Average Spent	\$19,946.23	\$20,478.61	\$17,145.62
Spending Potential Index	126	130	109
TV/Video/Audio: Total \$	\$32,116,640	\$257,433,301	\$631,129,788
Average Spent	\$1,518.17	\$1,555.29	\$1,342.48
Spending Potential Index	122	125	108
Travel: Total \$	\$51,702,036	\$413,088,430	\$947,505,377
Average Spent	\$2,443.98	\$2,495.68	\$2,015.44
Spending Potential Index	129	132	106
Vehicle Maintenance & Repairs: Total \$	\$24,723,539	\$197,372,960	\$474,254,085
Average Spent	\$1,168.69	\$1,192.43	\$1,008.79
Spending Potential Index	124	127	107

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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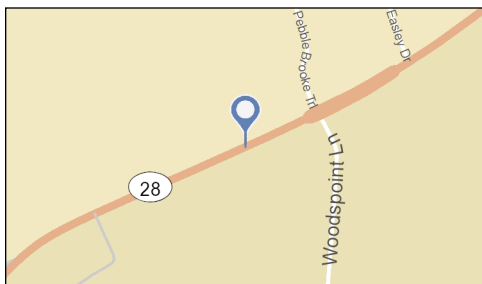
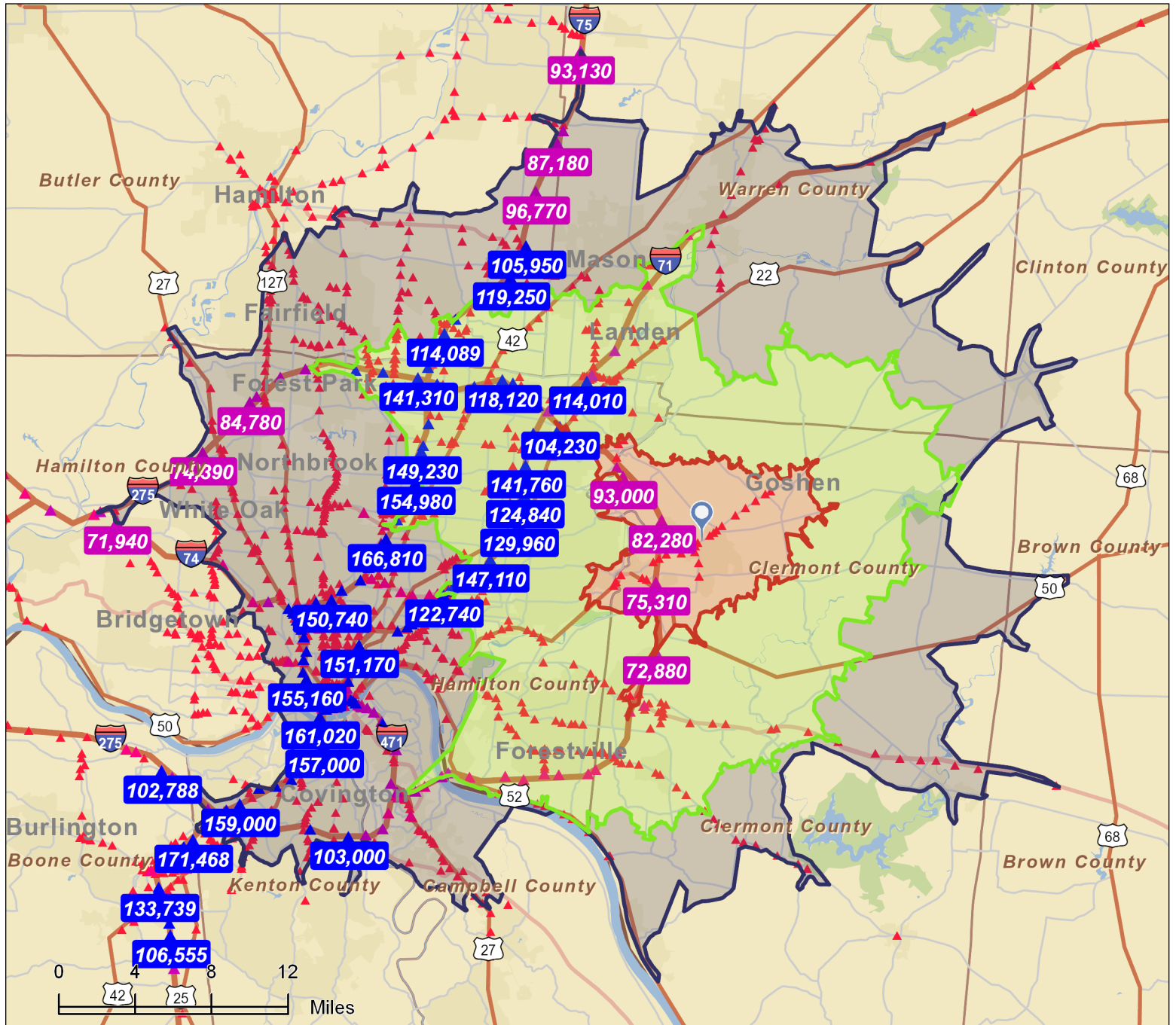
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map

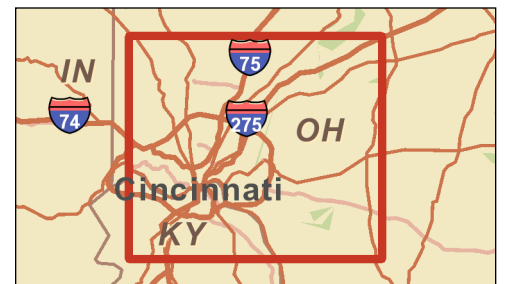
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1079 STH 28, Milford, OH, 45150
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Latitude: 39.19613
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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



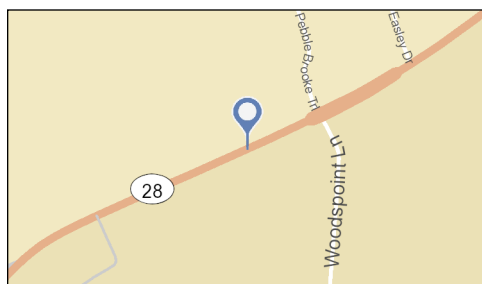
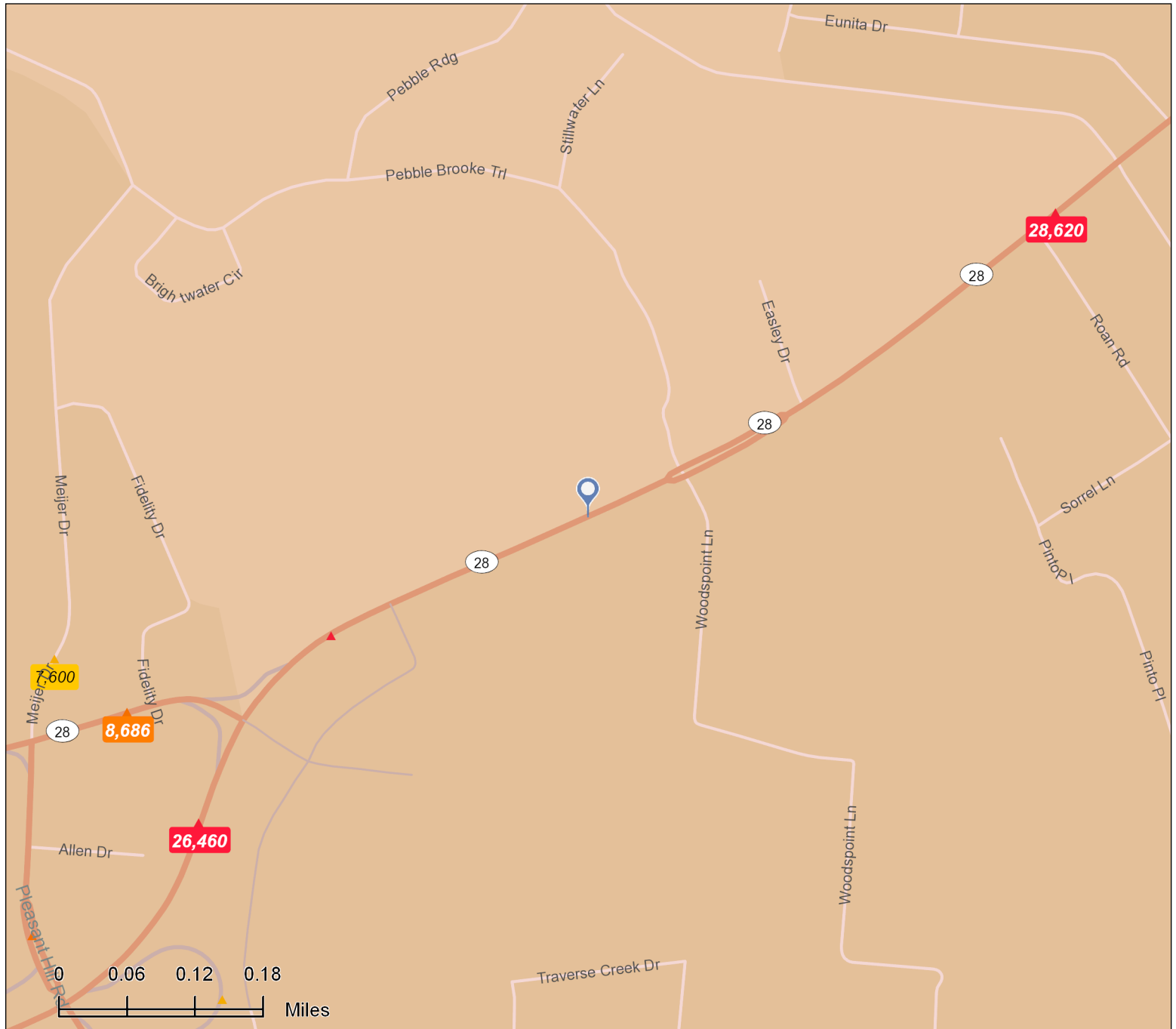
CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Traffic Count Map - Close Up

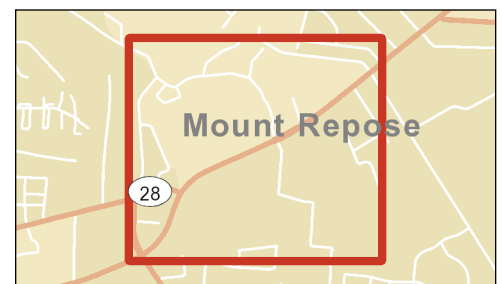
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March 27, 2012



Business Summary

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10, 20, 30 minutes

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Data for all businesses in area		0 - 10 minutes				0 - 20 minutes				0 - 30 minutes			
Total Businesses:		2,013				19,242				47,591			
Total Employees:		21,698				284,036				756,734			
Total Residential Population:		56,619				425,303				1,173,690			
Employee/Residential Population Ratio:		0.38				0.67				0.65			
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number
Agriculture & Mining	64	3.2%	325	1.5%	402	2.1%	2,600	0.9%	852	1.8%	4,951	0.7%	
Construction	241	12.0%	1,313	6.1%	1,504	7.8%	11,197	3.9%	3,574	7.5%	29,079	3.8%	
Manufacturing	88	4.4%	2,612	12.0%	982	5.1%	46,962	16.5%	2,284	4.8%	106,670	14.1%	
Transportation	45	2.2%	343	1.6%	453	2.4%	9,054	3.2%	1,078	2.3%	18,305	2.4%	
Communication	8	0.4%	44	0.2%	127	0.7%	2,505	0.9%	336	0.7%	8,368	1.1%	
Utility	3	0.2%	31	0.1%	34	0.2%	483	0.2%	91	0.2%	5,157	0.7%	
Wholesale Trade	104	5.2%	1,128	5.2%	1,172	6.1%	19,421	6.8%	2,466	5.2%	44,948	5.9%	
Retail Trade Summary	438	21.8%	6,488	29.9%	4,100	21.3%	64,967	22.9%	10,132	21.3%	143,565	19.0%	
Home Improvement	43	2.2%	509	2.3%	275	1.4%	4,286	1.5%	621	1.3%	8,633	1.1%	
General Merchandise Stores	11	0.6%	501	2.3%	121	0.6%	5,753	2.0%	301	0.6%	11,240	1.5%	
Food Stores	47	2.3%	1,402	6.5%	351	1.8%	7,846	2.8%	973	2.0%	21,287	2.8%	
Auto Dealers, Gas Stations, Auto Aftermarket	56	2.8%	461	2.1%	435	2.3%	7,027	2.5%	1,057	2.2%	13,373	1.8%	
Apparel & Accessory Stores	15	0.7%	51	0.2%	322	1.7%	2,810	1.0%	755	1.6%	5,253	0.7%	
Furniture & Home Furnishings	50	2.5%	1,168	5.4%	507	2.6%	6,830	2.4%	1,031	2.2%	10,477	1.4%	
Eating & Drinking Places	103	5.1%	1,790	8.3%	1,028	5.3%	20,319	7.2%	2,897	6.1%	49,075	6.5%	
Miscellaneous Retail	114	5.6%	608	2.8%	1,061	5.5%	10,096	3.6%	2,498	5.2%	24,229	3.2%	
Finance, Insurance, Real Estate Summary	216	10.7%	2,031	9.4%	2,150	11.2%	21,565	7.6%	4,824	10.1%	59,733	7.9%	
Banks, Savings & Lending Institutions	56	2.8%	352	1.6%	514	2.7%	6,676	2.4%	1,149	2.4%	14,289	1.9%	
Securities Brokers	18	0.9%	87	0.4%	303	1.6%	1,711	0.6%	597	1.3%	4,400	0.6%	
Insurance Carriers & Agents	62	3.1%	1,128	5.2%	519	2.7%	7,094	2.5%	1,061	2.2%	24,991	3.3%	
Real Estate, Holding, Other Investment Offices	80	4.0%	464	2.1%	814	4.2%	6,083	2.1%	2,017	4.2%	16,053	2.1%	
Services Summary	721	35.8%	6,868	31.7%	7,410	38.5%	97,108	34.2%	19,128	40.2%	298,807	39.5%	
Hotels & Lodging	6	0.3%	65	0.3%	105	0.5%	1,888	0.7%	221	0.5%	5,473	0.7%	
Automotive Services	80	4.0%	394	1.8%	527	2.7%	3,552	1.3%	1,372	2.9%	7,645	1.0%	
Motion Pictures & Amusements	48	2.4%	425	2.0%	451	2.3%	7,269	2.6%	1,199	2.5%	15,699	2.1%	
Health Services	76	3.8%	1,358	6.3%	1,136	5.9%	24,843	8.7%	2,604	5.5%	88,291	11.7%	
Legal Services	17	0.8%	31	0.1%	193	1.0%	1,065	0.4%	787	1.7%	10,492	1.4%	
Education Institutions & Libraries	42	2.1%	1,440	6.6%	409	2.1%	13,368	4.7%	1,152	2.4%	52,033	6.9%	
Other Services	452	22.4%	3,154	14.5%	4,590	23.9%	45,123	15.9%	11,793	24.8%	119,174	15.7%	
Government	36	1.8%	498	2.3%	335	1.7%	7,105	2.5%	1,440	3.0%	34,705	4.6%	
Other	47	2.3%	17	0.1%	572	3.0%	1,069	0.4%	1,386	2.9%	2,445	0.3%	
Totals	2,013	100%	21,698	100%	19,242	100%	284,036	100%	47,591	100%	756,734	100%	

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Business Summary

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
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Latitude: 39.19613
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	7	0.3%	18	0.1%	36	0.2%	94	0.0%	87	0.2%	215	0.0%
Mining	2	0.1%	11	0.0%	9	0.0%	39	0.0%	25	0.1%	97	0.0%
Utilities	3	0.1%	30	0.1%	17	0.1%	195	0.1%	38	0.1%	4,749	0.6%
Construction	251	12.5%	1,373	6.3%	1,601	8.3%	11,734	4.1%	3,818	8.0%	30,365	4.0%
Manufacturing	91	4.5%	2,297	10.6%	1,019	5.3%	46,562	16.4%	2,334	4.9%	103,398	13.7%
Wholesale Trade	99	4.9%	1,094	5.0%	1,109	5.8%	18,655	6.6%	2,351	4.9%	43,750	5.8%
Retail Trade	317	15.7%	4,621	21.3%	2,958	15.4%	43,768	15.4%	6,988	14.7%	92,522	12.2%
Motor Vehicle & Parts Dealers	41	2.1%	385	1.8%	320	1.7%	6,430	2.3%	755	1.6%	11,562	1.5%
Furniture & Home Furnishings Stores	17	0.8%	110	0.5%	187	1.0%	2,107	0.7%	402	0.8%	3,866	0.5%
Electronics & Appliance Stores	26	1.3%	1,023	4.7%	277	1.4%	4,620	1.6%	536	1.1%	6,101	0.8%
Bldg Material & Garden Equipment & Supplies Dealers	39	2.0%	454	2.1%	269	1.4%	4,230	1.5%	611	1.3%	8,565	1.1%
Food & Beverage Stores	39	2.0%	1,368	6.3%	289	1.5%	7,233	2.5%	893	1.9%	20,507	2.7%
Health & Personal Care Stores	27	1.4%	325	1.5%	235	1.2%	2,739	1.0%	519	1.1%	6,899	0.9%
Gasoline Stations	15	0.7%	75	0.3%	115	0.6%	597	0.2%	302	0.6%	1,811	0.2%
Clothing & Clothing Accessories Stores	19	1.0%	75	0.3%	415	2.2%	3,348	1.2%	952	2.0%	6,333	0.8%
Sport Goods, Hobby, Book, & Music Stores	23	1.2%	81	0.4%	233	1.2%	2,318	0.8%	503	1.1%	4,167	0.6%
General Merchandise Stores	11	0.6%	501	2.3%	121	0.6%	5,753	2.0%	301	0.6%	11,240	1.5%
Miscellaneous Store Retailers	53	2.6%	195	0.9%	442	2.3%	3,375	1.2%	1,079	2.3%	7,305	1.0%
Nonstore Retailers	5	0.3%	29	0.1%	55	0.3%	1,016	0.4%	135	0.3%	4,166	0.6%
Transportation & Warehousing	45	2.2%	356	1.6%	393	2.0%	8,602	3.0%	977	2.1%	17,097	2.3%
Information	38	1.9%	519	2.4%	340	1.8%	5,354	1.9%	889	1.9%	19,818	2.6%
Finance & Insurance	137	6.8%	1,569	7.2%	1,347	7.0%	15,560	5.5%	2,857	6.0%	44,170	5.8%
Central Bank/Credit Intermediation & Related Activities	55	2.7%	352	1.6%	511	2.7%	6,676	2.4%	1,160	2.4%	14,320	1.9%
Securities, Commodity Contracts & Other Financial	19	0.9%	87	0.4%	308	1.6%	1,729	0.6%	622	1.3%	4,497	0.6%
Insurance Carriers & Related Activities; Funds, Trusts &	63	3.1%	1,130	5.2%	528	2.7%	7,154	2.5%	1,075	2.3%	25,352	3.4%
Real Estate, Rental & Leasing	95	4.7%	517	2.4%	889	4.6%	6,613	2.3%	2,216	4.7%	15,557	2.1%
Professional, Scientific & Tech Services	188	9.3%	1,406	6.5%	2,017	10.5%	20,829	7.3%	4,680	9.8%	55,852	7.4%
Legal Services	21	1.0%	62	0.3%	261	1.4%	1,371	0.5%	921	1.9%	11,354	1.5%
Management of Companies & Enterprises	3	0.1%	33	0.2%	22	0.1%	235	0.1%	43	0.1%	2,382	0.3%
Administrative & Support & Waste Management & Remediation	92	4.6%	513	2.4%	988	5.1%	9,300	3.3%	2,301	4.8%	21,485	2.8%
Educational Services	47	2.3%	1,437	6.6%	489	2.5%	14,595	5.1%	1,278	2.7%	51,070	6.7%
Health Care & Social Assistance	100	5.0%	1,542	7.1%	1,454	7.6%	30,877	10.9%	3,684	7.7%	108,738	14.4%
Arts, Entertainment & Recreation	38	1.9%	605	2.8%	337	1.8%	6,186	2.2%	920	1.9%	13,563	1.8%
Accommodation & Food Services	112	5.6%	1,873	8.6%	1,161	6.0%	22,376	7.9%	3,174	6.7%	54,898	7.3%
Accommodation	6	0.3%	65	0.3%	105	0.5%	1,888	0.7%	221	0.5%	5,473	0.7%
Food Services & Drinking Places	106	5.3%	1,807	8.3%	1,056	5.5%	20,487	7.2%	2,953	6.2%	49,425	6.5%
Other Services (except Public Administration)	266	13.2%	1,365	6.3%	2,128	11.1%	14,048	4.9%	6,057	12.7%	39,069	5.2%
Automotive Repair & Maintenance	59	2.9%	310	1.4%	403	2.1%	2,727	1.0%	993	2.1%	5,422	0.7%
Public Administration	36	1.8%	498	2.3%	335	1.7%	7,105	2.5%	1,449	3.0%	35,070	4.6%
Unclassified Establishments	48	2.4%	23	0.1%	593	3.1%	1,310	0.5%	1,427	3.0%	2,870	0.4%
Total	2,013	100%	21,698	100%	19,242	100%	284,036	100%	47,591	100%	756,734	100%

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Retail MarketPlace Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

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Latitude: 39.19613
Longitude: -84.23298

Summary Demographics

2010 Population	56,619
2010 Households	21,155
2010 Median Disposable Income	\$53,671
2010 Per Capita Income	\$32,654

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$676,009,819	\$607,063,369	\$68,946,451	5.4	439
Total Retail Trade	44-45	\$577,089,270	\$521,039,115	\$56,050,155	5.1	327
Total Food & Drink	722	\$98,920,549	\$86,024,253	\$12,896,296	7.0	112

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$137,722,440	\$82,384,083	\$55,338,357	25.1	40
Automobile Dealers	4411	\$116,605,911	\$73,639,465	\$42,966,446	22.6	18
Other Motor Vehicle Dealers	4412	\$10,420,616	\$435,132	\$9,985,483	92.0	2
Auto Parts, Accessories & Tire Stores	4413	\$10,695,914	\$8,309,486	\$2,386,428	12.6	20
Furniture & Home Furnishings Stores	442	\$10,997,756	\$9,873,321	\$1,124,435	5.4	17
Furniture Stores	4421	\$5,860,764	\$2,723,337	\$3,137,428	36.5	6
Home Furnishings Stores	4422	\$5,136,992	\$7,149,985	\$-2,012,993	-16.4	11
Electronics & Appliance Stores	4431	\$24,323,896	\$84,422,140	\$-60,098,244	-55.3	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$23,360,199	\$39,818,481	\$-16,458,283	-26.1	39
Bldg Material & Supplies Dealers	4441	\$22,038,664	\$38,619,794	\$-16,581,130	-27.3	29
Lawn & Garden Equip & Supply Stores	4442	\$1,321,535	\$1,198,687	\$122,848	4.9	10
Food & Beverage Stores	445	\$100,356,042	\$133,345,761	\$-32,989,720	-14.1	38
Grocery Stores	4451	\$95,792,109	\$128,749,258	\$-32,957,149	-14.7	23
Specialty Food Stores	4452	\$1,630,691	\$3,089,062	\$-1,458,370	-30.9	9
Beer, Wine & Liquor Stores	4453	\$2,933,241	\$1,507,442	\$1,425,799	32.1	6
Health & Personal Care Stores	446,4461	\$12,439,610	\$26,538,071	\$-14,098,461	-36.2	30
Gasoline Stations	447,4471	\$93,826,379	\$45,361,383	\$48,464,995	34.8	13
Clothing & Clothing Accessories Stores	448	\$18,006,804	\$6,104,444	\$11,902,360	49.4	22
Clothing Stores	4481	\$13,157,788	\$3,350,452	\$9,807,336	59.4	16
Shoe Stores	4482	\$2,679,568	\$1,725,409	\$954,159	21.7	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,169,448	\$1,028,584	\$1,140,865	35.7	4
Sporting Goods, Hobby, Book & Music Stores	451	\$3,270,394	\$3,264,642	\$5,752	0.1	24
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,399,916	\$1,804,983	\$594,932	14.1	22
Book, Periodical & Music Stores	4512	\$870,478	\$1,459,658	\$-589,181	-25.3	2
General Merchandise Stores	452	\$93,690,681	\$76,244,790	\$17,445,891	10.3	10
Department Stores Excluding Leased Depts.	4521	\$40,003,931	\$24,675,463	\$15,328,468	23.7	3
Other General Merchandise Stores	4529	\$53,686,751	\$51,569,327	\$2,117,423	2.0	7
Miscellaneous Store Retailers	453	\$8,680,686	\$7,261,011	\$1,419,674	8.9	61
Florists	4531	\$565,465	\$700,122	\$-134,658	-10.6	12
Office Supplies, Stationery & Gift Stores	4532	\$3,077,676	\$2,092,646	\$985,030	19.1	14
Used Merchandise Stores	4533	\$257,682	\$477,288	\$-219,605	-29.9	11
Other Miscellaneous Store Retailers	4539	\$4,779,862	\$3,990,955	\$788,908	9.0	23
Nonstore Retailers	454	\$50,414,384	\$6,420,987	\$43,993,397	77.4	7
Electronic Shopping & Mail-Order Houses	4541	\$45,814,522	\$0	\$45,814,522	100.0	0
Vending Machine Operators	4542	\$352,941	\$0	\$352,941	100.0	0
Direct Selling Establishments	4543	\$4,246,921	\$6,420,987	\$-2,174,066	-20.4	7
Food Services & Drinking Places	722	\$98,920,549	\$86,024,253	\$12,896,296	7.0	112
Full-Service Restaurants	7221	\$36,274,387	\$30,431,969	\$5,842,418	8.8	53
Limited-Service Eating Places	7222	\$53,847,811	\$43,268,303	\$10,579,509	10.9	50
Special Food Services	7223	\$6,929,393	\$10,624,733	\$-3,695,340	-21.1	4
Drinking Places - Alcoholic Beverages	7224	\$1,868,958	\$1,699,248	\$169,710	4.8	5

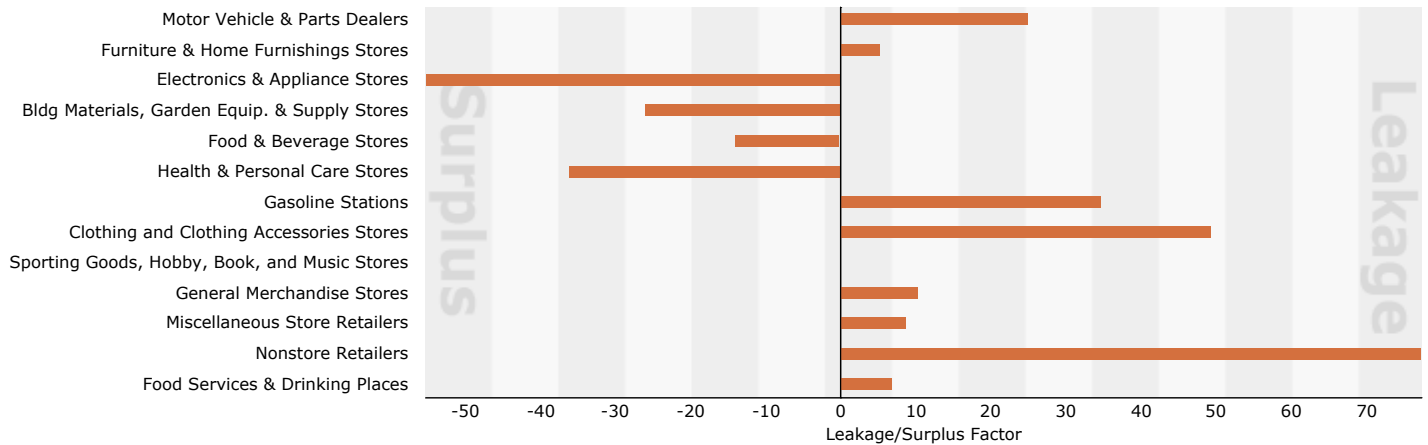
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Source: Esri and Infogroup

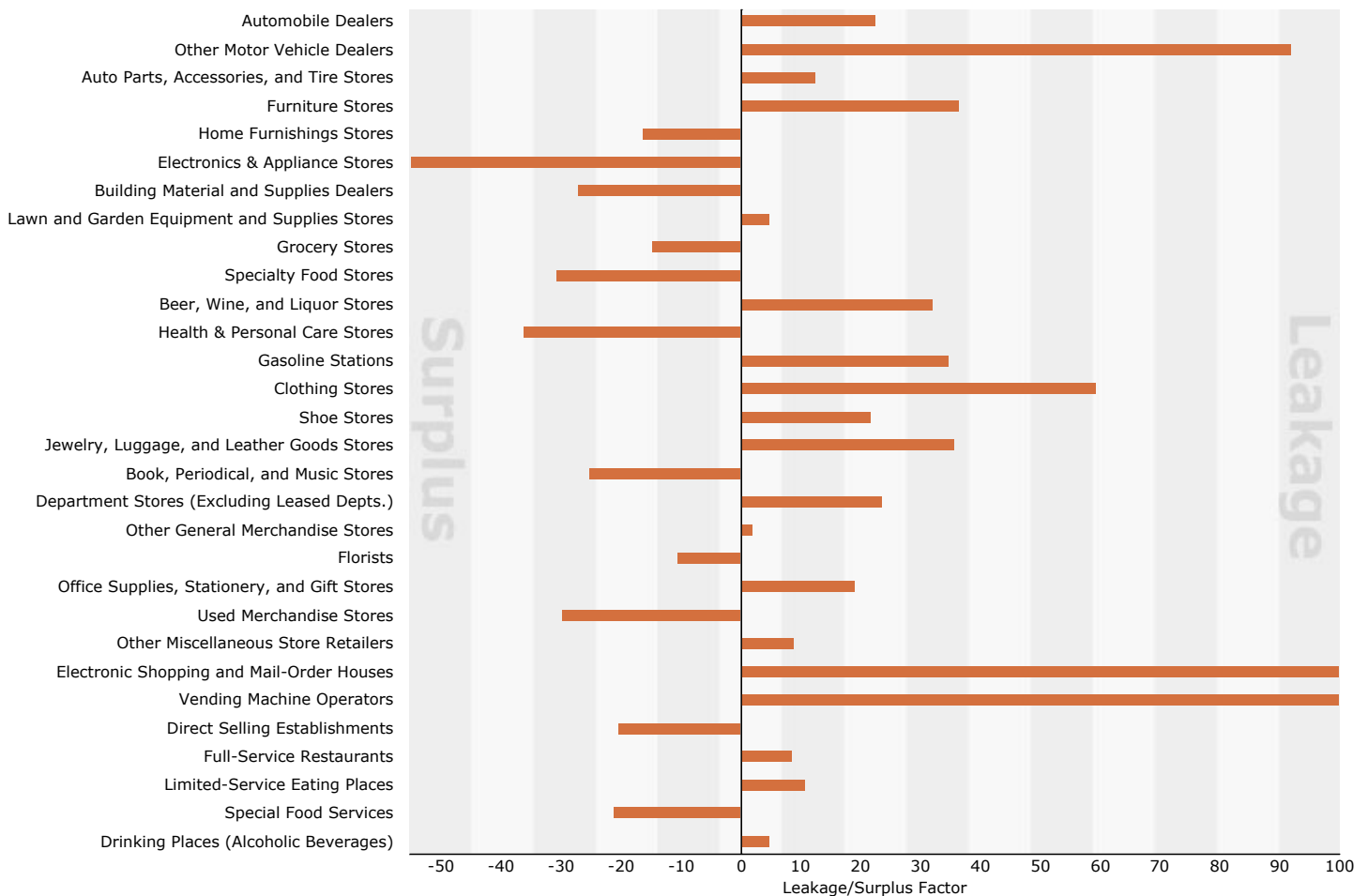
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
Longitude: -84.23298

Summary Demographics

2010 Population	425,303
2010 Households	165,521
2010 Median Disposable Income	\$53,314
2010 Per Capita Income	\$34,689

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$5,383,248,858	\$5,901,115,224	\$-517,866,366	-4.6	3,896
Total Retail Trade	44-45	\$4,582,657,917	\$4,981,939,959	\$-399,282,043	-4.2	2,840
Total Food & Drink	722	\$800,590,941	\$919,175,265	\$-118,584,323	-6.9	1,056

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$1,088,217,756	\$1,313,426,791	\$-225,209,035	-9.4	296
Automobile Dealers	4411	\$924,660,386	\$1,197,227,670	\$-272,567,284	-12.8	142
Other Motor Vehicle Dealers	4412	\$79,874,156	\$54,449,412	\$25,424,745	18.9	34
Auto Parts, Accessories & Tire Stores	4413	\$83,683,214	\$61,749,709	\$21,933,505	15.1	120
Furniture & Home Furnishings Stores	442	\$125,359,260	\$218,377,234	\$-93,017,974	-27.1	176
Furniture Stores	4421	\$78,061,606	\$150,432,923	\$-72,371,317	-31.7	81
Home Furnishings Stores	4422	\$47,297,654	\$67,944,311	\$-20,646,657	-17.9	95
Electronics & Appliance Stores	4431	\$189,309,543	\$372,861,810	\$-183,552,267	-32.7	251
Bldg Materials, Garden Equip. & Supply Stores	444	\$188,134,688	\$221,879,812	\$-33,745,123	-8.2	252
Bldg Material & Supplies Dealers	4441	\$171,985,308	\$196,120,292	\$-24,134,984	-6.6	190
Lawn & Garden Equip & Supply Stores	4442	\$16,149,380	\$25,759,520	\$-9,610,140	-22.9	62
Food & Beverage Stores	445	\$823,241,103	\$787,225,239	\$36,015,864	2.2	272
Grocery Stores	4451	\$770,510,314	\$747,559,517	\$22,950,797	1.5	160
Specialty Food Stores	4452	\$21,673,980	\$23,208,456	\$-1,534,476	-3.4	71
Beer, Wine & Liquor Stores	4453	\$31,056,810	\$16,457,267	\$14,599,543	30.7	41
Health & Personal Care Stores	446,4461	\$149,912,465	\$197,410,293	\$-47,497,829	-13.7	239
Gasoline Stations	447,4471	\$741,650,617	\$449,286,345	\$292,364,273	24.5	114
Clothing & Clothing Accessories Stores	448	\$182,775,558	\$215,021,197	\$-32,245,639	-8.1	409
Clothing Stores	4481	\$137,835,174	\$170,199,516	\$-32,364,343	-10.5	261
Shoe Stores	4482	\$21,798,296	\$22,643,615	\$-845,318	-1.9	59
Jewelry, Luggage & Leather Goods Stores	4483	\$23,142,088	\$22,178,066	\$964,021	2.1	89
Sporting Goods, Hobby, Book & Music Stores	451	\$52,068,351	\$72,163,503	\$-20,095,153	-16.2	223
Sporting Goods/Hobby/Musical Instr Stores	4511	\$32,358,514	\$42,812,934	\$-10,454,420	-13.9	188
Book, Periodical & Music Stores	4512	\$19,709,837	\$29,350,570	\$-9,640,733	-19.7	35
General Merchandise Stores	452	\$707,713,392	\$828,148,636	\$-120,435,243	-7.8	115
Department Stores Excluding Leased Depts.	4521	\$288,573,578	\$310,924,750	\$-22,351,173	-3.7	42
Other General Merchandise Stores	4529	\$419,139,815	\$517,223,885	\$-98,084,070	-10.5	73
Miscellaneous Store Retailers	453	\$93,947,935	\$97,864,437	\$-3,916,502	-2.0	441
Florists	4531	\$6,923,203	\$11,090,953	\$-4,167,750	-23.1	65
Office Supplies, Stationery & Gift Stores	4532	\$37,253,068	\$40,537,733	\$-3,284,665	-4.2	124
Used Merchandise Stores	4533	\$5,555,054	\$7,073,242	\$-1,518,188	-12.0	75
Other Miscellaneous Store Retailers	4539	\$44,216,610	\$39,162,509	\$5,054,101	6.1	177
Nonstore Retailers	454	\$240,327,248	\$208,274,662	\$32,052,586	7.1	53
Electronic Shopping & Mail-Order Houses	4541	\$155,301,650	\$137,843,323	\$17,458,326	6.0	16
Vending Machine Operators	4542	\$14,330,271	\$43,674,094	\$-29,343,824	-50.6	16
Direct Selling Establishments	4543	\$70,695,328	\$26,757,244	\$43,938,084	45.1	21
Food Services & Drinking Places	722	\$800,590,941	\$919,175,265	\$-118,584,323	-6.9	1,056
Full-Service Restaurants	7221	\$326,685,809	\$362,498,326	\$-35,812,518	-5.2	486
Limited-Service Eating Places	7222	\$399,676,615	\$478,047,941	\$-78,371,325	-8.9	457
Special Food Services	7223	\$54,442,126	\$66,846,201	\$-12,404,076	-10.2	48
Drinking Places - Alcoholic Beverages	7224	\$19,786,392	\$11,782,796	\$8,003,596	25.4	64

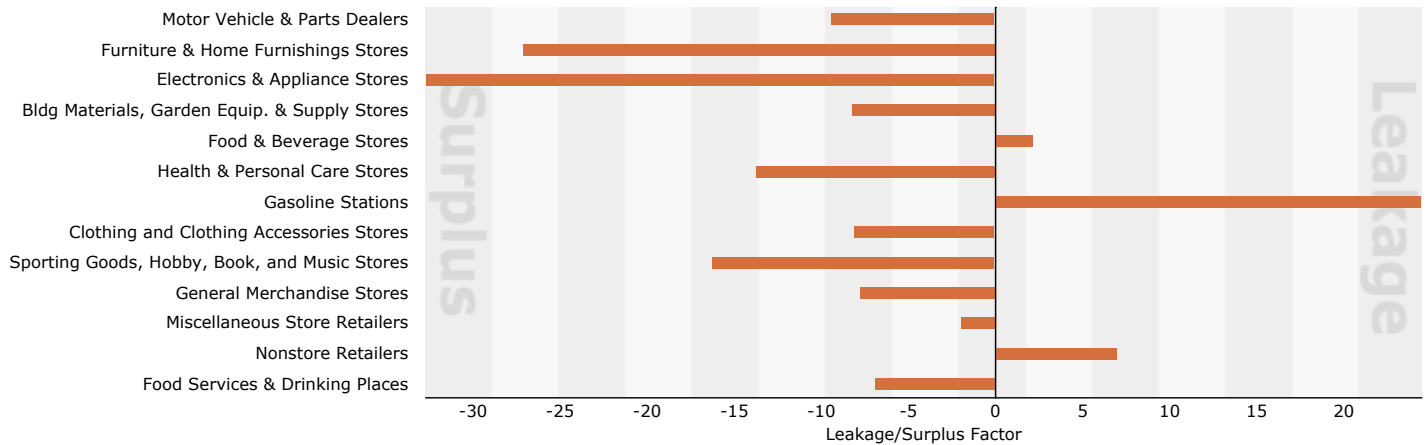
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Source: Esri and Infogroup

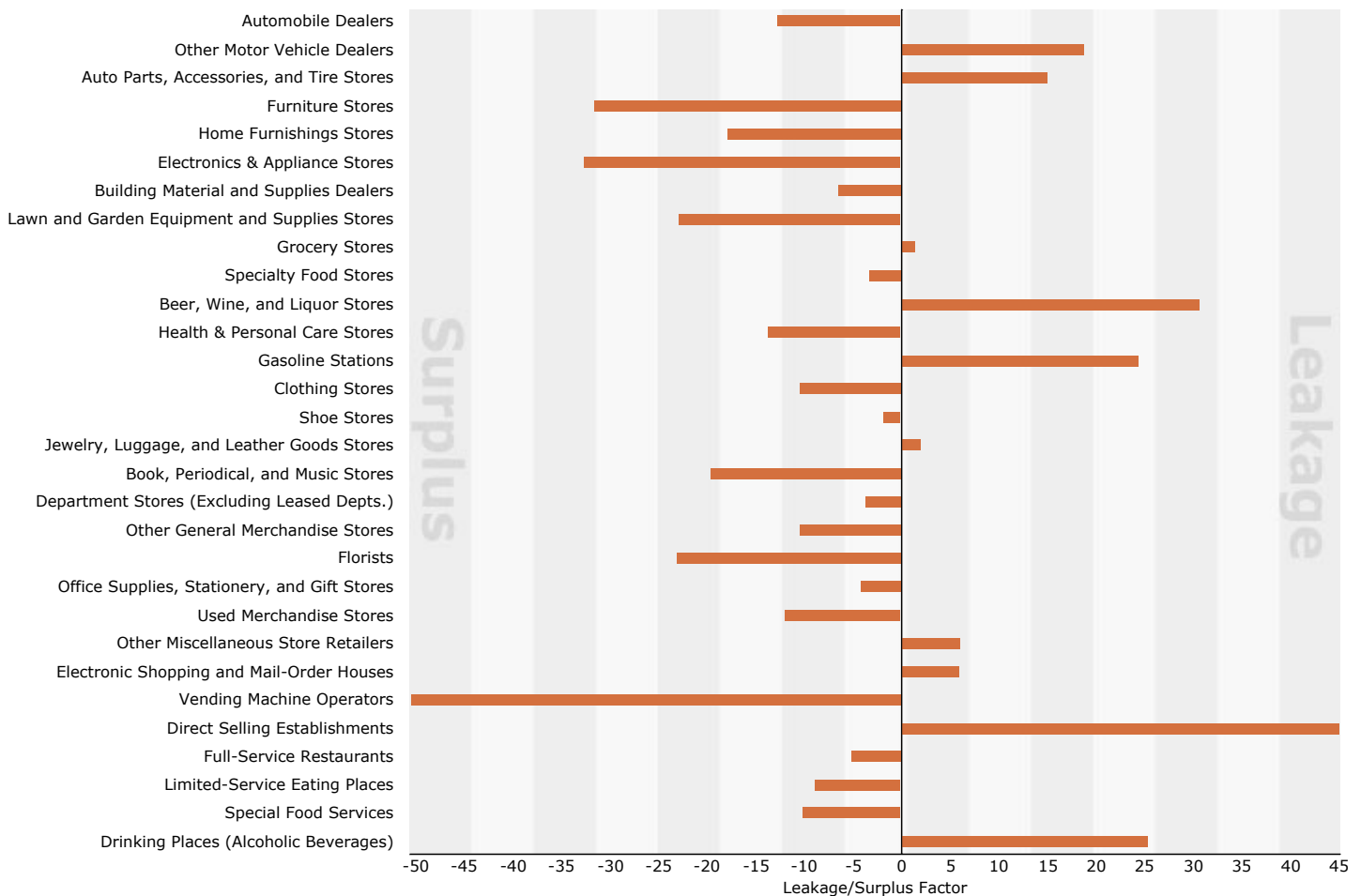
March 27, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
Longitude: -84.23298

Summary Demographics

2010 Population	1,173,690
2010 Households	470,123
2010 Median Disposable Income	\$45,775
2010 Per Capita Income	\$30,249

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$12,983,055,988	\$13,519,129,651	\$-536,073,663	-2.0	9,538
Total Retail Trade	44-45	\$11,052,888,434	\$11,388,705,910	\$-335,817,475	-1.5	6,645
Total Food & Drink	722	\$1,930,167,554	\$2,130,423,742	\$-200,256,188	-4.9	2,893

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$2,612,989,602	\$2,451,458,251	\$161,531,351	3.2	699
Automobile Dealers	4411	\$2,226,213,700	\$2,063,295,185	\$162,918,516	3.8	315
Other Motor Vehicle Dealers	4412	\$178,557,005	\$170,449,740	\$8,107,265	2.3	90
Auto Parts, Accessories & Tire Stores	4413	\$208,218,897	\$217,713,326	\$-9,494,429	-2.2	295
Furniture & Home Furnishings Stores	442	\$320,934,736	\$468,767,091	\$-147,832,355	-18.7	378
Furniture Stores	4421	\$208,453,120	\$332,966,669	\$-124,513,549	-23.0	151
Home Furnishings Stores	4422	\$112,481,616	\$135,800,422	\$-23,318,806	-9.4	227
Electronics & Appliance Stores	4431	\$436,786,538	\$528,389,057	\$-91,602,519	-9.5	484
Bldg Materials, Garden Equip. & Supply Stores	444	\$439,186,448	\$467,173,145	\$-27,986,697	-3.1	575
Bldg Material & Supplies Dealers	4441	\$396,553,962	\$429,059,968	\$-32,506,007	-3.9	465
Lawn & Garden Equip & Supply Stores	4442	\$42,632,486	\$38,113,176	\$4,519,310	5.6	110
Food & Beverage Stores	445	\$2,108,148,239	\$2,502,638,175	\$-394,489,937	-8.6	848
Grocery Stores	4451	\$1,956,156,378	\$2,331,722,781	\$-375,566,403	-8.8	504
Specialty Food Stores	4452	\$57,407,941	\$71,678,465	\$-14,270,524	-11.1	200
Beer, Wine & Liquor Stores	4453	\$94,583,920	\$99,236,929	\$-4,653,009	-2.4	144
Health & Personal Care Stores	446,4461	\$401,690,037	\$578,561,246	\$-176,871,209	-18.0	520
Gasoline Stations	447,4471	\$1,828,755,404	\$1,411,236,990	\$417,518,414	12.9	291
Clothing & Clothing Accessories Stores	448	\$452,119,301	\$400,112,892	\$52,006,409	6.1	902
Clothing Stores	4481	\$342,680,114	\$308,298,267	\$34,381,848	5.3	592
Shoe Stores	4482	\$51,644,497	\$43,454,457	\$8,190,040	8.6	118
Jewelry, Luggage & Leather Goods Stores	4483	\$57,794,689	\$48,360,168	\$9,434,521	8.9	192
Sporting Goods, Hobby, Book & Music Stores	451	\$143,969,252	\$152,827,976	\$-8,858,724	-3.0	479
Sporting Goods/Hobby/Musical Instr Stores	4511	\$87,009,742	\$91,452,275	\$-4,442,533	-2.5	385
Book, Periodical & Music Stores	4512	\$56,959,510	\$61,375,701	\$-4,416,191	-3.7	94
General Merchandise Stores	452	\$1,625,788,398	\$1,600,231,136	\$25,557,262	0.8	285
Department Stores Excluding Leased Depts.	4521	\$689,624,536	\$625,503,481	\$64,121,055	4.9	97
Other General Merchandise Stores	4529	\$936,163,862	\$974,727,654	\$-38,563,792	-2.0	188
Miscellaneous Store Retailers	453	\$240,813,794	\$227,079,211	\$13,734,583	2.9	1,061
Florists	4531	\$17,588,113	\$26,763,611	\$-9,175,498	-20.7	172
Office Supplies, Stationery & Gift Stores	4532	\$93,810,413	\$81,019,336	\$12,791,078	7.3	270
Used Merchandise Stores	4533	\$16,563,137	\$22,003,497	\$-5,440,359	-14.1	198
Other Miscellaneous Store Retailers	4539	\$112,852,131	\$97,292,768	\$15,559,363	7.4	421
Nonstore Retailers	454	\$441,706,687	\$600,230,740	\$-158,524,053	-15.2	123
Electronic Shopping & Mail-Order Houses	4541	\$240,257,166	\$200,471,019	\$39,786,146	9.0	33
Vending Machine Operators	4542	\$40,468,101	\$74,825,000	\$-34,356,899	-29.8	44
Direct Selling Establishments	4543	\$160,981,420	\$324,934,721	\$-163,953,301	-33.7	46
Food Services & Drinking Places	722	\$1,930,167,554	\$2,130,423,742	\$-200,256,188	-4.9	2,893
Full-Service Restaurants	7221	\$788,678,160	\$849,403,481	\$-60,725,321	-3.7	1,348
Limited-Service Eating Places	7222	\$925,750,348	\$1,014,366,350	\$-88,616,002	-4.6	1,066
Special Food Services	7223	\$162,298,087	\$204,847,716	\$-42,549,629	-11.6	146
Drinking Places - Alcoholic Beverages	7224	\$53,440,959	\$61,806,195	\$-8,365,236	-7.3	333

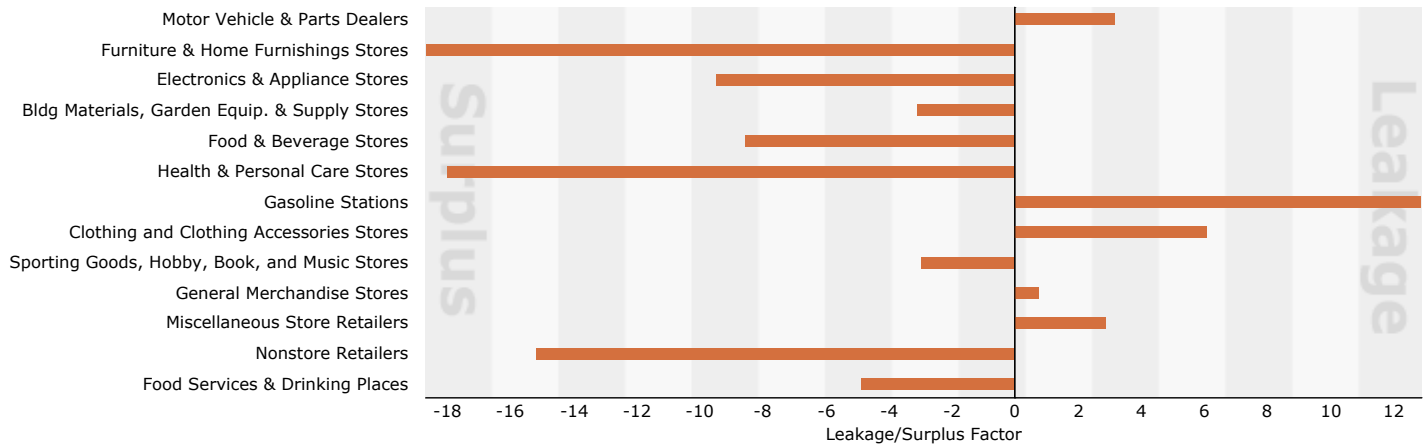
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Source: Esri and Infogroup

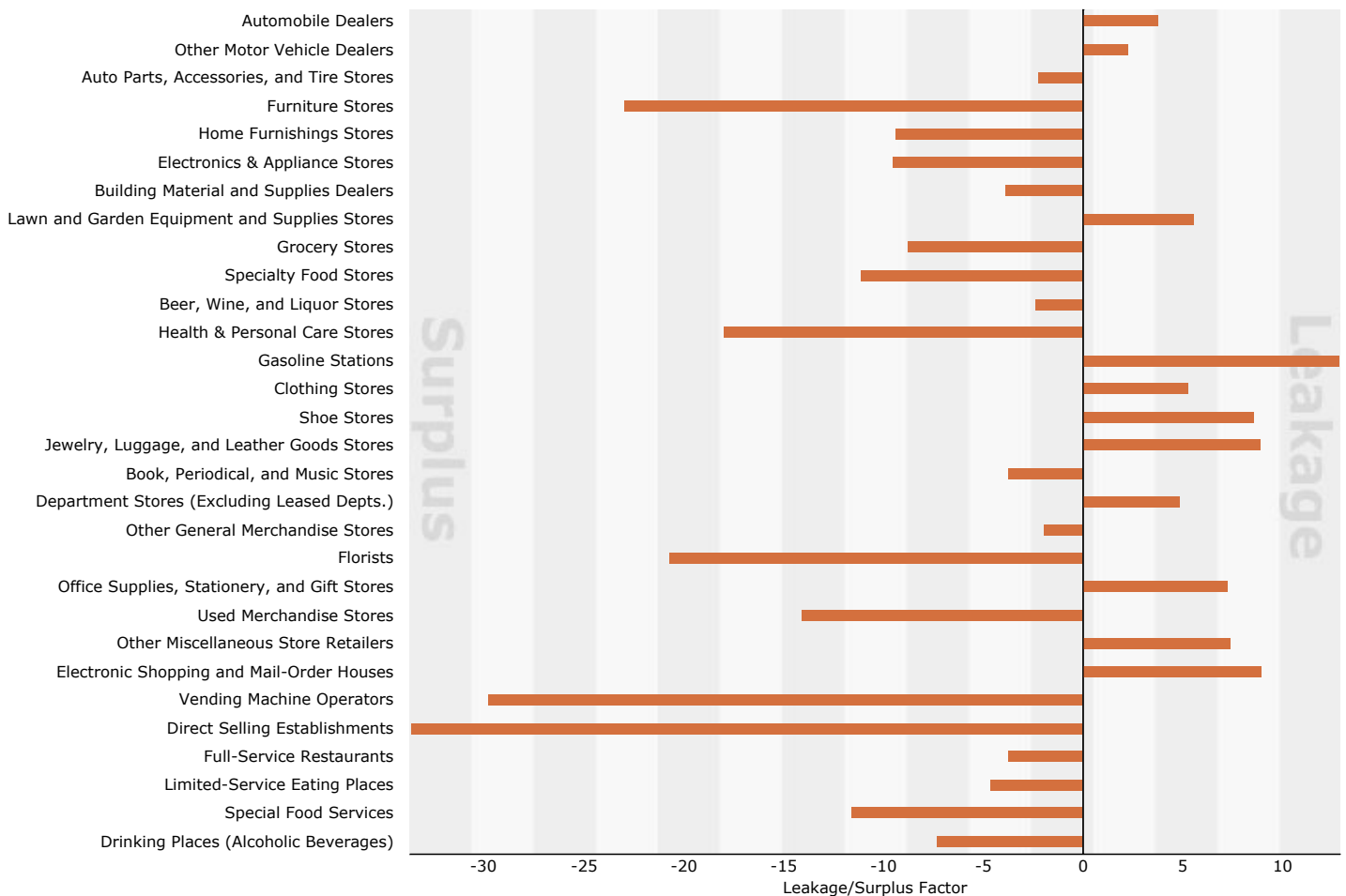
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Total Number of Adults		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	21,874	52.9%	106
Bought any women's apparel in last 12 months	19,930	48.2%	106
Bought apparel for child <13 in last 6 months	12,928	31.2%	110
Bought any shoes in last 12 months	23,026	55.6%	107
Bought costume jewelry in last 12 months	9,529	23.0%	110
Bought any fine jewelry in last 12 months	9,615	23.2%	106
Bought a watch in last 12 months	7,945	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	19,423	91.8%	107
HH bought/leased new vehicle last 12 mo	2,448	11.6%	121
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	38,323	92.6%	106
Bought/changed motor oil in last 12 months	22,221	53.7%	103
Had tune-up in last 12 months	13,606	32.9%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	26,269	63.5%	103
Drank regular cola in last 6 months	20,523	49.6%	97
Drank beer/ale in last 6 months	18,645	45.1%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,688	13.7%	107
Bought film in last 12 months	8,153	19.7%	103
Bought digital camera in last 12 months	3,248	7.8%	115
Bought memory card for camera in last 12 months	3,565	8.6%	113
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	15,219	36.8%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	8,841	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	13,910	33.6%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	10,288	24.9%	117
Computers (Households)			
HH owns a personal computer	17,439	82.4%	111
Spent <\$500 on most recent home PC purchase	1,842	8.7%	100
Spent \$500-\$999 on most recent home PC purchase	4,327	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	3,193	15.1%	116
Spent \$1500-\$1999 on most recent home PC purchase	1,667	7.9%	111
Spent \$2000+ on most recent home PC purchase	1,576	7.5%	120

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	25,870	62.5%	104
Bought cigarettes at convenience store in last 30 days	5,964	14.4%	92
Bought gas at convenience store in last 30 days	14,898	36.0%	107
Spent at convenience store in last 30 days: <\$20	4,184	10.1%	105
Spent at convenience store in last 30 days: \$20-39	4,290	10.4%	102
Spent at convenience store in last 30 days: \$40+	15,293	37.0%	103
Entertainment (Adults)			
Attended movies in last 6 months	25,583	61.8%	105
Went to live theater in last 12 months	6,175	14.9%	114
Went to a bar/night club in last 12 months	8,786	21.2%	111
Dined out in last 12 months	22,891	55.3%	112
Gambled at a casino in last 12 months	7,104	17.2%	107
Visited a theme park in last 12 months	10,088	24.4%	113
DVDs rented in last 30 days: 1	1,227	3.0%	112
DVDs rented in last 30 days: 2	2,311	5.6%	121
DVDs rented in last 30 days: 3	1,476	3.6%	111
DVDs rented in last 30 days: 4	1,715	4.1%	107
DVDs rented in last 30 days: 5+	6,281	15.2%	115
DVDs purchased in last 30 days: 1	2,361	5.7%	115
DVDs purchased in last 30 days: 2	2,178	5.3%	111
DVDs purchased in last 30 days: 3-4	2,034	4.9%	106
DVDs purchased in last 30 days: 5+	1,848	4.5%	86
Spent on toys/games in last 12 months: <\$50	2,711	6.6%	108
Spent on toys/games in last 12 months: \$50-\$99	1,172	2.8%	103
Spent on toys/games in last 12 months: \$100-\$199	3,120	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	5,091	12.3%	114
Spent on toys/games in last 12 months: \$500+	2,948	7.1%	124
Financial (Adults)			
Have home mortgage (1st)	10,659	25.8%	134
Used ATM/cash machine in last 12 months	24,185	58.4%	115
Own any stock	4,767	11.5%	125
Own U.S. savings bond	3,247	7.8%	115
Own shares in mutual fund (stock)	5,063	12.2%	130
Own shares in mutual fund (bonds)	3,183	7.7%	130
Used full service brokerage firm in last 12 months	3,165	7.6%	123
Have savings account	17,486	42.3%	116
Have 401K retirement savings	9,627	23.3%	131
Did banking over the Internet in last 12 months	14,098	34.1%	125
Own any credit/debit card (in own name)	33,387	80.7%	109
Avg monthly credit card expenditures: <\$111	5,870	14.2%	102
Avg monthly credit card expenditures: \$111-225	3,311	8.0%	103
Avg monthly credit card expenditures: \$226-450	3,349	8.1%	108
Avg monthly credit card expenditures: \$451-700	2,987	7.2%	113
Avg monthly credit card expenditures: \$701+	7,212	17.4%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613

Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	30,765	74.3%	105
Used bread in last 6 months	40,233	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	32,927	79.6%	103
Used fish/seafood (fresh or frozen) in last 6 months	22,826	55.2%	104
Used fresh fruit/vegetables in last 6 months	37,178	89.8%	103
Used fresh milk in last 6 months	38,445	92.9%	102
Health (Adults)			
Exercise at home 2+ times per week	13,775	33.3%	111
Exercise at club 2+ times per week	6,037	14.6%	119
Visited a doctor in last 12 months	33,510	81.0%	104
Used vitamin/dietary supplement in last 6 months	21,421	51.8%	107
Home (Households)			
Any home improvement in last 12 months	7,898	37.3%	118
Used housekeeper/maid/prof HH cleaning service in the last 12 months	3,879	18.3%	118
Purchased any HH furnishing in last 12 months	6,961	32.9%	110
Purchased bedding/bath goods in last 12 months	11,761	55.6%	102
Purchased cooking/serving product in last 12 months	6,174	29.2%	106
Bought any kitchen appliance in last 12 months	3,983	18.8%	108
Insurance (Adults)			
Currently carry any life insurance	22,599	54.6%	114
Have medical/hospital/accident insurance	31,831	76.9%	107
Carry homeowner insurance	25,658	62.0%	117
Carry renter insurance	2,298	5.6%	90
Have auto/other vehicle insurance	36,879	89.1%	107
Pets (Households)			
HH owns any pet	12,410	58.7%	114
HH owns any cat	5,566	26.3%	109
HH owns any dog	9,317	44.0%	116
Reading Materials (Adults)			
Bought book in last 12 months	23,169	56.0%	112
Read any daily newspaper	17,614	42.6%	103
Heavy magazine reader	8,510	20.6%	103
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	32,325	78.1%	108
Went to family restaurant/steak house last mo: <2 times	10,804	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	12,251	29.6%	110
Went to family restaurant/steak house last mo: 5+ times	9,270	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	37,671	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	14,030	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/mo	12,486	30.2%	104
Went to fast food/drive-in restaurant 14+ times/mo	11,154	27.0%	108
Fast food/drive-in last 6 mo: eat in	16,339	39.5%	105
Fast food/drive-in last 6 mo: home delivery	4,564	11.0%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	23,798	57.5%	110
Fast food/drive-in last 6 mo: take-out/walk-in	10,490	25.4%	103

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	14,958	70.7%	109
HH average monthly long distance phone bill: <\$16	6,239	29.5%	107
HH average monthly long distance phone bill: \$16-25	2,528	12.0%	105
HH average monthly long distance phone bill: \$26-59	2,089	9.9%	108
HH average monthly long distance phone bill: \$60+	1,053	5.0%	112
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	3,180	15.0%	76
HH owns 2 TVs	5,383	25.4%	97
HH owns 3 TVs	5,164	24.4%	109
HH owns 4+ TVs	5,511	26.1%	124
HH subscribes to cable TV	13,084	61.8%	107
HH Purchased audio equipment in last 12 months	2,091	9.9%	102
HH Purchased CD player in last 12 months	859	4.1%	105
HH Purchased DVD player in last 12 months	2,210	10.4%	108
HH Purchased MP3 player in last 12 months	4,805	11.6%	114
HH Purchased video game system in last 12 months	2,626	12.4%	115
Travel (Adults)			
Domestic travel in last 12 months	24,690	59.7%	114
Took 3+ domestic trips in last 12 months	7,348	17.8%	120
Spent on domestic vacations last 12 mo: <\$1000	5,338	12.9%	102
Spent on domestic vacations last 12 mo: \$1000-\$1499	3,357	8.1%	121
Spent on domestic vacations last 12 mo: \$1500-\$1999	2,166	5.2%	128
Spent on domestic vacations last 12 mo: \$2000-\$2999	2,179	5.3%	127
Spent on domestic vacations last 12 mo: \$3000+	2,738	6.6%	131
Foreign travel in last 3 years	12,450	30.1%	117
Took 3+ foreign trips by plane in last 3 years	2,248	5.4%	115
Spent on foreign vacations last 12 mo: <\$1000	2,886	7.0%	117
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,777	4.3%	105
Spent on foreign vacations last 12 mo: \$3000+	2,404	5.8%	119
Stayed 1+ nights at hotel/motel in last 12 months	19,876	48.0%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Total Number of Adults		319,270	332,717
Households		165,521	172,039
Median Household Income		\$68,866	\$78,534

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	167,857	52.6%	105
Bought any women's apparel in last 12 months	152,530	47.8%	105
Bought apparel for child <13 in last 6 months	93,544	29.3%	103
Bought any shoes in last 12 months	175,480	55.0%	106
Bought costume jewelry in last 12 months	72,655	22.8%	109
Bought any fine jewelry in last 12 months	73,065	22.9%	104
Bought a watch in last 12 months	61,539	19.3%	100
Automobiles (Households)			
HH owns/leases any vehicle	149,380	90.2%	105
HH bought/leased new vehicle last 12 mo	19,058	11.5%	120
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	291,792	91.4%	105
Bought/changed motor oil in last 12 months	168,515	52.8%	101
Had tune-up in last 12 months	105,444	33.0%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	204,032	63.9%	103
Drank regular cola in last 6 months	153,667	48.1%	94
Drank beer/ale in last 6 months	144,524	45.3%	106
Cameras & Film (Adults)			
Bought any camera in last 12 months	43,153	13.5%	105
Bought film in last 12 months	63,522	19.9%	104
Bought digital camera in last 12 months	25,100	7.9%	115
Bought memory card for camera in last 12 months	27,541	8.6%	113
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	116,873	36.6%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	69,922	21.9%	102
Avg monthly cell/mobile phone/PDA bill: \$50-99	106,567	33.4%	103
Avg monthly cell/mobile phone/PDA bill: \$100+	75,590	23.7%	112
Computers (Households)			
HH owns a personal computer	134,003	81.0%	109
Spent <\$500 on most recent home PC purchase	14,539	8.8%	101
Spent \$500-\$999 on most recent home PC purchase	32,488	19.6%	110
Spent \$1000-\$1499 on most recent home PC purchase	25,257	15.3%	117
Spent \$1500-\$1999 on most recent home PC purchase	13,677	8.3%	116
Spent \$2000+ on most recent home PC purchase	12,105	7.3%	118

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	196,984	61.7%	102
Bought cigarettes at convenience store in last 30 days	44,842	14.0%	90
Bought gas at convenience store in last 30 days	110,120	34.5%	103
Spent at convenience store in last 30 days: <\$20	32,802	10.3%	107
Spent at convenience store in last 30 days: \$20-39	33,037	10.3%	102
Spent at convenience store in last 30 days: \$40+	114,995	36.0%	100
Entertainment (Adults)			
Attended movies in last 6 months	201,399	63.1%	107
Went to live theater in last 12 months	51,300	16.1%	122
Went to a bar/night club in last 12 months	68,298	21.4%	112
Dined out in last 12 months	177,092	55.5%	113
Gambled at a casino in last 12 months	57,091	17.9%	111
Visited a theme park in last 12 months	76,328	23.9%	111
DVDs rented in last 30 days: 1	9,312	2.9%	110
DVDs rented in last 30 days: 2	17,654	5.5%	119
DVDs rented in last 30 days: 3	11,623	3.6%	114
DVDs rented in last 30 days: 4	13,601	4.3%	110
DVDs rented in last 30 days: 5+	47,937	15.0%	114
DVDs purchased in last 30 days: 1	17,743	5.6%	112
DVDs purchased in last 30 days: 2	16,698	5.2%	110
DVDs purchased in last 30 days: 3-4	14,706	4.6%	99
DVDs purchased in last 30 days: 5+	14,941	4.7%	90
Spent on toys/games in last 12 months: <\$50	20,452	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	8,773	2.7%	100
Spent on toys/games in last 12 months: \$100-\$199	23,753	7.4%	103
Spent on toys/games in last 12 months: \$200-\$499	37,338	11.7%	108
Spent on toys/games in last 12 months: \$500+	22,156	6.9%	121
Financial (Adults)			
Have home mortgage (1st)	78,999	24.7%	129
Used ATM/cash machine in last 12 months	185,288	58.0%	114
Own any stock	38,484	12.1%	131
Own U.S. savings bond	26,346	8.3%	120
Own shares in mutual fund (stock)	40,488	12.7%	135
Own shares in mutual fund (bonds)	24,846	7.8%	131
Used full service brokerage firm in last 12 months	26,305	8.2%	133
Have savings account	135,804	42.5%	117
Have 401K retirement savings	72,016	22.6%	127
Did banking over the Internet in last 12 months	107,809	33.8%	124
Own any credit/debit card (in own name)	258,840	81.1%	110
Avg monthly credit card expenditures: <\$111	45,967	14.4%	104
Avg monthly credit card expenditures: \$111-225	26,222	8.2%	105
Avg monthly credit card expenditures: \$226-450	26,218	8.2%	110
Avg monthly credit card expenditures: \$451-700	23,060	7.2%	113
Avg monthly credit card expenditures: \$701+	56,010	17.5%	131

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	233,493	73.1%	103
Used bread in last 6 months	310,253	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	252,818	79.2%	102
Used fish/seafood (fresh or frozen) in last 6 months	177,634	55.6%	105
Used fresh fruit/vegetables in last 6 months	285,131	89.3%	102
Used fresh milk in last 6 months	294,953	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	106,070	33.2%	111
Exercise at club 2+ times per week	49,202	15.4%	125
Visited a doctor in last 12 months	259,526	81.3%	105
Used vitamin/dietary supplement in last 6 months	166,898	52.3%	108
Home (Households)			
Any home improvement in last 12 months	59,805	36.1%	114
Used housekeeper/maid/prof HH cleaning service in the last 12 months	31,006	18.7%	120
Purchased any HH furnishing in last 12 months	54,961	33.2%	111
Purchased bedding/bath goods in last 12 months	93,549	56.5%	103
Purchased cooking/serving product in last 12 months	47,897	28.9%	105
Bought any kitchen appliance in last 12 months	31,443	19.0%	109
Insurance (Adults)			
Currently carry any life insurance	173,597	54.4%	114
Have medical/hospital/accident insurance	247,135	77.4%	108
Carry homeowner insurance	193,756	60.7%	115
Carry renter insurance	20,162	6.3%	103
Have auto/other vehicle insurance	281,438	88.2%	106
Pets (Households)			
HH owns any pet	89,270	53.9%	104
HH owns any cat	40,541	24.5%	102
HH owns any dog	64,954	39.2%	104
Reading Materials (Adults)			
Bought book in last 12 months	179,439	56.2%	112
Read any daily newspaper	144,912	45.4%	110
Heavy magazine reader	67,799	21.2%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	249,414	78.1%	108
Went to family restaurant/steak house last mo: <2 times	85,031	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	94,373	29.6%	109
Went to family restaurant/steak house last mo: 5+ times	70,016	21.9%	113
Went to fast food/drive-in restaurant in last 6 mo	289,795	90.8%	102
Went to fast food/drive-in restaurant <6 times/mo	111,495	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/mo	96,566	30.2%	105
Went to fast food/drive-in restaurant 14+ times/mo	81,728	25.6%	103
Fast food/drive-in last 6 mo: eat in	124,752	39.1%	104
Fast food/drive-in last 6 mo: home delivery	34,493	10.8%	104
Fast food/drive-in last 6 mo: take-out/drive-thru	179,550	56.2%	107
Fast food/drive-in last 6 mo: take-out/walk-in	83,086	26.0%	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	114,561	69.2%	107
HH average monthly long distance phone bill: <\$16	48,793	29.5%	106
HH average monthly long distance phone bill: \$16-25	20,522	12.4%	108
HH average monthly long distance phone bill: \$26-59	16,381	9.9%	108
HH average monthly long distance phone bill: \$60+	7,393	4.5%	100
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	26,806	16.2%	82
HH owns 2 TVs	42,934	25.9%	99
HH owns 3 TVs	38,757	23.4%	104
HH owns 4+ TVs	41,384	25.0%	119
HH subscribes to cable TV	109,107	65.9%	114
HH Purchased audio equipment in last 12 months	16,512	10.0%	103
HH Purchased CD player in last 12 months	6,493	3.9%	101
HH Purchased DVD player in last 12 months	16,773	10.1%	104
HH Purchased MP3 player in last 12 months	37,386	11.7%	115
HH Purchased video game system in last 12 months	19,452	11.8%	109
Travel (Adults)			
Domestic travel in last 12 months	194,331	60.9%	117
Took 3+ domestic trips in last 12 months	58,818	18.4%	124
Spent on domestic vacations last 12 mo: <\$1000	43,761	13.7%	109
Spent on domestic vacations last 12 mo: \$1000-\$1499	25,567	8.0%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	16,628	5.2%	128
Spent on domestic vacations last 12 mo: \$2000-\$2999	16,605	5.2%	125
Spent on domestic vacations last 12 mo: \$3000+	20,871	6.5%	129
Foreign travel in last 3 years	98,062	30.7%	119
Took 3+ foreign trips by plane in last 3 years	18,286	5.7%	121
Spent on foreign vacations last 12 mo: <\$1000	21,806	6.8%	114
Spent on foreign vacations last 12 mo: \$1000-\$2999	14,606	4.6%	112
Spent on foreign vacations last 12 mo: \$3000+	19,549	6.1%	125
Stayed 1+ nights at hotel/motel in last 12 months	154,201	48.3%	119

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Total Number of Adults		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	444,690	50.1%	100
Bought any women's apparel in last 12 months	413,705	46.6%	102
Bought apparel for child <13 in last 6 months	256,253	28.9%	102
Bought any shoes in last 12 months	473,924	53.4%	103
Bought costume jewelry in last 12 months	195,045	22.0%	105
Bought any fine jewelry in last 12 months	200,931	22.7%	103
Bought a watch in last 12 months	173,502	19.6%	101
Automobiles (Households)			
HH owns/leases any vehicle	404,244	86.0%	100
HH bought/leased new vehicle last 12 mo	45,400	9.7%	101
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	778,020	87.7%	101
Bought/changed motor oil in last 12 months	462,491	52.1%	100
Had tune-up in last 12 months	279,369	31.5%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	550,794	62.1%	100
Drank regular cola in last 6 months	447,047	50.4%	98
Drank beer/ale in last 6 months	385,472	43.5%	102
Cameras & Film (Adults)			
Bought any camera in last 12 months	116,362	13.1%	102
Bought film in last 12 months	171,962	19.4%	101
Bought digital camera in last 12 months	65,420	7.4%	108
Bought memory card for camera in last 12 months	70,235	7.9%	103
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	317,902	35.8%	101
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	187,789	21.2%	99
Avg monthly cell/mobile phone/PDA bill: \$50-99	291,955	32.9%	102
Avg monthly cell/mobile phone/PDA bill: \$100+	191,702	21.6%	102
Computers (Households)			
HH owns a personal computer	352,135	74.9%	101
Spent <\$500 on most recent home PC purchase	42,041	8.9%	103
Spent \$500-\$999 on most recent home PC purchase	84,981	18.1%	101
Spent \$1000-\$1499 on most recent home PC purchase	63,467	13.5%	103
Spent \$1500-\$1999 on most recent home PC purchase	35,471	7.5%	106
Spent \$2000+ on most recent home PC purchase	30,556	6.5%	105

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	541,509	61.0%	101
Bought cigarettes at convenience store in last 30 days	141,431	15.9%	102
Bought gas at convenience store in last 30 days	306,940	34.6%	103
Spent at convenience store in last 30 days: <\$20	86,054	9.7%	101
Spent at convenience store in last 30 days: \$20-39	88,554	10.0%	98
Spent at convenience store in last 30 days: \$40+	325,959	36.7%	102
Entertainment (Adults)			
Attended movies in last 6 months	538,424	60.7%	103
Went to live theater in last 12 months	127,643	14.4%	109
Went to a bar/night club in last 12 months	185,294	20.9%	110
Dined out in last 12 months	453,758	51.1%	104
Gambled at a casino in last 12 months	147,873	16.7%	104
Visited a theme park in last 12 months	199,171	22.5%	105
DVDs rented in last 30 days: 1	25,553	2.9%	109
DVDs rented in last 30 days: 2	46,998	5.3%	114
DVDs rented in last 30 days: 3	30,317	3.4%	107
DVDs rented in last 30 days: 4	36,015	4.1%	105
DVDs rented in last 30 days: 5+	127,791	14.4%	109
DVDs purchased in last 30 days: 1	46,579	5.3%	106
DVDs purchased in last 30 days: 2	46,103	5.2%	110
DVDs purchased in last 30 days: 3-4	42,037	4.7%	102
DVDs purchased in last 30 days: 5+	44,654	5.0%	97
Spent on toys/games in last 12 months: <\$50	55,445	6.3%	103
Spent on toys/games in last 12 months: \$50-\$99	25,013	2.8%	102
Spent on toys/games in last 12 months: \$100-\$199	64,501	7.3%	101
Spent on toys/games in last 12 months: \$200-\$499	99,656	11.2%	104
Spent on toys/games in last 12 months: \$500+	56,052	6.3%	110
Financial (Adults)			
Have home mortgage (1st)	191,066	21.5%	112
Used ATM/cash machine in last 12 months	482,190	54.4%	107
Own any stock	89,399	10.1%	110
Own U.S. savings bond	64,067	7.2%	105
Own shares in mutual fund (stock)	95,351	10.7%	114
Own shares in mutual fund (bonds)	58,806	6.6%	112
Used full service brokerage firm in last 12 months	61,880	7.0%	113
Have savings account	344,555	38.8%	107
Have 401K retirement savings	175,858	19.8%	112
Did banking over the Internet in last 12 months	268,653	30.3%	111
Own any credit/debit card (in own name)	675,803	76.2%	103
Avg monthly credit card expenditures: <\$111	125,892	14.2%	102
Avg monthly credit card expenditures: \$111-225	70,573	8.0%	102
Avg monthly credit card expenditures: \$226-450	67,895	7.7%	102
Avg monthly credit card expenditures: \$451-700	58,249	6.6%	103
Avg monthly credit card expenditures: \$701+	129,762	14.6%	110

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	634,000	71.5%	101
Used bread in last 6 months	855,680	96.5%	100
Used chicken/turkey (fresh or frozen) in last 6 months	689,200	77.7%	100
Used fish/seafood (fresh or frozen) in last 6 months	473,897	53.4%	101
Used fresh fruit/vegetables in last 6 months	775,097	87.4%	100
Used fresh milk in last 6 months	806,942	91.0%	100
Health (Adults)			
Exercise at home 2+ times per week	277,013	31.2%	104
Exercise at club 2+ times per week	121,814	13.7%	112
Visited a doctor in last 12 months	698,841	78.8%	101
Used vitamin/dietary supplement in last 6 months	436,524	49.2%	101
Home (Households)			
Any home improvement in last 12 months	151,997	32.3%	102
Used housekeeper/maid/prof HH cleaning service in the last 12 months	75,352	16.0%	103
Purchased any HH furnishing in last 12 months	148,792	31.7%	105
Purchased bedding/bath goods in last 12 months	264,243	56.2%	103
Purchased cooking/serving product in last 12 months	133,815	28.5%	104
Bought any kitchen appliance in last 12 months	86,524	18.4%	105
Insurance (Adults)			
Currently carry any life insurance	445,257	50.2%	105
Have medical/hospital/accident insurance	651,609	73.5%	102
Carry homeowner insurance	476,472	53.7%	102
Carry renter insurance	59,273	6.7%	109
Have auto/other vehicle insurance	741,101	83.5%	101
Pets (Households)			
HH owns any pet	232,139	49.4%	96
HH owns any cat	107,778	22.9%	95
HH owns any dog	166,803	35.5%	94
Reading Materials (Adults)			
Bought book in last 12 months	465,528	52.5%	105
Read any daily newspaper	383,583	43.2%	104
Heavy magazine reader	185,791	20.9%	105
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	662,604	74.7%	104
Went to family restaurant/steak house last mo: <2 times	231,901	26.1%	102
Went to family restaurant/steak house last mo: 2-4 times	245,304	27.7%	102
Went to family restaurant/steak house last mo: 5+ times	185,411	20.9%	108
Went to fast food/drive-in restaurant in last 6 mo	794,493	89.6%	101
Went to fast food/drive-in restaurant <6 times/mo	304,322	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/mo	259,218	29.2%	101
Went to fast food/drive-in restaurant 14+ times/mo	230,972	26.0%	104
Fast food/drive-in last 6 mo: eat in	326,666	36.8%	98
Fast food/drive-in last 6 mo: home delivery	97,702	11.0%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	489,549	55.2%	105
Fast food/drive-in last 6 mo: take-out/walk-in	225,935	25.5%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

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Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	302,365	64.3%	100
HH average monthly long distance phone bill: <\$16	131,551	28.0%	101
HH average monthly long distance phone bill: \$16-25	53,088	11.3%	99
HH average monthly long distance phone bill: \$26-59	41,499	8.8%	96
HH average monthly long distance phone bill: \$60+	19,698	4.2%	94
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	88,496	18.8%	96
HH owns 2 TVs	124,302	26.4%	101
HH owns 3 TVs	105,562	22.5%	100
HH owns 4+ TVs	103,316	22.0%	105
HH subscribes to cable TV	298,176	63.4%	109
HH Purchased audio equipment in last 12 months	48,222	10.3%	106
HH Purchased CD player in last 12 months	19,450	4.1%	107
HH Purchased DVD player in last 12 months	47,271	10.1%	104
HH Purchased MP3 player in last 12 months	97,636	11.0%	108
HH Purchased video game system in last 12 months	51,602	11.0%	102
Travel (Adults)			
Domestic travel in last 12 months	487,647	55.0%	105
Took 3+ domestic trips in last 12 months	141,123	15.9%	107
Spent on domestic vacations last 12 mo: <\$1000	117,152	13.2%	105
Spent on domestic vacations last 12 mo: \$1000-\$1499	62,776	7.1%	105
Spent on domestic vacations last 12 mo: \$1500-\$1999	39,791	4.5%	110
Spent on domestic vacations last 12 mo: \$2000-\$2999	40,283	4.5%	110
Spent on domestic vacations last 12 mo: \$3000+	47,971	5.4%	107
Foreign travel in last 3 years	237,966	26.8%	104
Took 3+ foreign trips by plane in last 3 years	42,924	4.8%	102
Spent on foreign vacations last 12 mo: <\$1000	54,673	6.2%	103
Spent on foreign vacations last 12 mo: \$1000-\$2999	36,677	4.1%	101
Spent on foreign vacations last 12 mo: \$3000+	45,745	5.2%	105
Stayed 1+ nights at hotel/motel in last 12 months	382,237	43.1%	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mulberry Area/Mt. Repose
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Drive Time: 10 minutes

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Demographic Summary		2010	2015
Population		56,619	59,292
Population 18+		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	17,439	82.4%	111
Purchased home PC in last 12 months	3,702	17.5%	111
Purchased home PC 1-2 years ago	5,531	26.1%	116
Purchased home PC 3-4 years ago	4,837	22.9%	117
Purchased home PC 5+ years ago	2,105	10.0%	107
Spent <\$500 on home PC (most recent purchase)	1,842	8.7%	100
Spent \$500-999 on home PC (most recent purchase)	4,327	20.5%	115
Spent \$1000-1499 on home PC (most recent purchase)	3,193	15.1%	116
Spent \$1500-1999 on home PC (most recent purchase)	1,667	7.9%	111
Spent \$2000+ on home PC (most recent purchase)	1,576	7.4%	120
Purchased home PC at computer superstore	3,215	15.2%	119
Purchased home PC at department store	964	4.6%	92
Purchased home PC direct from manufacturer	3,428	16.2%	116
Purchased home PC at electronics store	2,656	12.6%	114
Purchased home PC on Internet	2,073	9.8%	114
Purchased home PC at warehouse discount outlet	513	2.4%	111
HH owns desktop PC	13,850	65.5%	114
HH owns laptop/notebook/tablet PC	7,628	36.1%	116
HH owns any Apple/Mac clone brand PC	1,365	6.5%	103
HH owns any IBM/IBM compatible brand PC	16,097	76.1%	113
Brand of PC that HH owns: Compaq	1,998	9.4%	111
Brand of PC that HH owns: Dell	7,512	35.5%	115
Brand of PC that HH owns: Gateway	1,547	7.3%	110
Brand of PC that HH owns: Hewlett Packard	3,900	18.4%	118
Brand of PC that HH owns: Sony Vaio	640	3.0%	104
Child (under 18) uses home PC	5,548	26.2%	124
HH owns CD burner	9,046	42.8%	116
HH owns CD ROM drive	9,399	44.4%	114
HH owns DVD drive	6,109	28.9%	116
HH owns DVD-RW (DVD burner)	5,050	23.9%	116
HH owns external hard drive	3,506	16.6%	117
HH owns flash drive	5,267	24.9%	121
HH owns LAN/network interface card	2,877	13.6%	123
HH owns inkjet printer	10,304	48.7%	114
HH owns laser printer	3,430	16.2%	118
HH owns modem/fax modem	5,084	24.0%	116
HH owns removable cartridge storage device	1,255	5.9%	102
HH owns scanner	7,269	34.4%	121
HH owns PC speakers	10,169	48.1%	115
HH owns tape backup	640	3.0%	114
HH owns webcam	2,675	12.6%	112
HH owns software: accounting	2,312	10.9%	123
HH owns software: communications/fax	2,038	9.6%	118
HH owns software: database/filing	1,915	9.1%	111
HH owns software: desktop publishing	3,090	14.6%	120

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ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	2,370	11.2%	112
HH owns software: entertainment/games	6,969	32.9%	114
HH owns software: online meeting/conference	677	3.2%	112
HH owns software: personal finance/tax prep	3,892	18.4%	130
HH owns software: presentation graphics	1,994	9.4%	118
HH owns software: multimedia	3,630	17.2%	112
HH owns software: networking	2,695	12.7%	114
HH owns software: security/anti-virus	6,849	32.4%	115
HH owns software: spreadsheet	5,933	28.0%	121
HH owns software: utility	1,690	8.0%	113
HH owns software: web authoring	807	3.8%	110
HH owns software: word processing	8,389	39.7%	118
Spent \$500+ on software for home PC in last 12 mo	554	2.6%	110
Purchased computer book in last 12 months	982	4.6%	107
HH owns fax machine	1,518	7.2%	119
Purchased audio equipment in last 12 months	2,091	9.9%	102
Purchased headphones in last 12 months	849	4.0%	101
HH owns camcorder	5,210	24.6%	126
Purchased camcorder in last 12 months	471	2.2%	105
HH owns CD player	10,866	51.4%	112
Purchased CD player in last 12 months	859	4.1%	105
HH owns DVD player	14,961	70.7%	107
Purchased DVD player in last 12 months	2,210	10.4%	108
HH owns 1 TV	3,180	15.0%	76
HH owns 2 TVs	5,383	25.4%	97
HH owns 3 TVs	5,164	24.4%	109
HH owns 4+ TVs	5,511	26.1%	124
HH owns miniature screen TV (<13 in)	1,882	8.9%	112
Most recent TV purchase: miniature screen (<13 in)	546	2.6%	93
HH owns regular screen TV (13-26 in)	9,530	45.0%	104
Most recent TV purchase: regular screen (13-26 in)	4,544	21.5%	92
HH owns large screen TV (27-35 in)	10,538	49.8%	107
Most recent TV purchase: large screen (27-35 in)	6,540	30.9%	98
HH owns big screen TV (36-42 in)	4,694	22.2%	117
Most recent TV purchase: big screen (36-42 in)	3,437	16.2%	115
HH owns giant screen TV (over 42 in)	3,885	18.4%	129
Most recent TV purchase: giant screen (over 42 in)	3,053	14.4%	129
HH owns LCD TV	4,854	22.9%	120
HH owns plasma TV	2,044	9.7%	117
HH owns projection TV	1,420	6.7%	124
HH owns video game system	8,009	37.9%	113
Purchased video game system in last 12 months	2,626	12.4%	115
HH owns video game system: handheld	3,792	17.9%	117
HH owns video game system: attached to TV/computer	7,165	33.9%	115
HH owns video game system: Game Boy	1,678	7.9%	115
HH owns video game system: Game Boy Advance/SP	1,655	7.8%	119
HH owns video game system: Nintendo DS	1,962	9.3%	122

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,137	5.4%	107
HH owns video game system: Nintendo Wii	1,851	8.8%	130
HH owns video game system: PlayStation 2	3,888	18.4%	111
HH owns video game system: PlayStation 3	880	4.2%	115
HH owns video game system: Sony PlayStation/PS One	964	4.6%	113
HH owns video game system: Sony PSP	678	3.2%	109
HH owns video game system: Xbox	1,417	6.7%	113
HH owns video game system: Xbox 360	1,557	7.4%	114
HH purchased 5+ video games in last 12 months	1,511	7.1%	110
HH spent \$101+ on video games in last 12 months	1,939	9.2%	114
Owns MP3 player	12,632	30.5%	114
Purchased MP3 player in last 12 months	4,805	11.6%	114
Owns Apple iPod	5,167	12.5%	112
Purchased Apple iPod in last 12 months	1,519	3.7%	109
Have any access to the Internet	37,636	91.0%	108
Have access to Internet: at home	33,476	80.9%	115
Have access to Internet: at work	18,269	44.1%	118
Have access to Internet: at school/library	10,925	26.4%	105
Have access to Internet: not hm/work/school/library	8,729	21.1%	109
Use Internet less than once a week	1,360	3.3%	82
Use Internet 1-2 times per week	2,078	5.0%	91
Use Internet 3-6 times per week	3,511	8.5%	106
Use Internet once a day	5,059	12.2%	111
Use Internet 2-4 times per day	8,411	20.3%	115
Use Internet 5 or more times per day	12,585	30.4%	122
Any Internet or online usage in last 30 days	33,003	79.8%	113
Used Internet in last 30 days: at home	30,246	73.1%	118
Used Internet in last 30 days: at work	16,147	39.0%	123
Used Internet in last 30 days: at school/library	2,882	7.0%	90
Used Internet/30 days: not home/work/school/library	3,902	9.4%	102
Internet last 30 days: used email	30,014	72.5%	117
Internet last 30 days: used Instant Messenger	11,355	27.4%	108
Internet last 30 days: paid bills online	16,635	40.2%	122
Internet last 30 days: visited online blog	4,366	10.6%	110
Internet last 30 days: wrote online blog	1,514	3.7%	99
Internet last 30 days: visited chat room	1,698	4.1%	88
Internet last 30 days: looked for employment	5,716	13.8%	105
Internet last 30 days: played games online	9,267	22.4%	107
Internet last 30 days: traded/tracked investments	6,051	14.6%	131
Internet last 30 days: downloaded music	8,370	20.2%	110
Internet last 30 days: made phone call	1,768	4.3%	116
Internet last 30 days: made personal purchase	15,489	37.4%	121
Internet last 30 days: made business purchase	4,880	11.8%	124
Internet last 30 days: made travel plans	8,874	21.4%	124
Internet last 30 days: watched online video	8,967	21.7%	113
Internet last 30 days: obtained new/used car info	4,384	10.6%	120
Internet last 30 days: obtained financial info	12,167	29.4%	123
Internet last 30 days: obtained medical info	7,961	19.2%	115
Internet last 30 days: obtained latest news	19,078	46.1%	120
Internet last 30 days: obtained real estate info	5,338	12.9%	120

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	11,609	28.1%	121
Ordered anything on Internet in last 12 months	17,722	42.8%	124
Ordered on Internet/12 mo: airline ticket	9,123	22.0%	132
Ordered on Internet/12 mo: CD/tape	2,275	5.5%	126
Ordered on Internet/12 mo: clothing	7,373	17.8%	123
Ordered on Internet/12 mo: computer	1,676	4.1%	118
Ordered on Internet/12 mo: computer peripheral	2,207	5.3%	123
Ordered on Internet/12 mo: DVD	3,124	7.6%	115
Ordered on Internet/12 mo: flowers	2,596	6.3%	135
Ordered on Internet/12 mo: software	2,913	7.0%	124
Ordered on Internet/12 mo: tickets (concerts etc.)	5,216	12.6%	131
Ordered on Internet/12 mo: toy	2,526	6.1%	123
Purchased item from amazon.com in last 12 months	7,143	17.3%	123
Purchased item from barnes&noble.com in last 12 mo	1,687	4.1%	127
Purchased item from bestbuy.com in last 12 months	1,231	3.0%	118
Purchased item from ebay.com in last 12 months	4,612	11.1%	120
Purchased item from walmart.com in last 12 months	1,892	4.6%	112
Spent on Internet orders last 12 months: <\$100	2,460	5.9%	109
Spent on Internet orders last 12 months: \$100-199	2,394	5.8%	107
Spent on Internet orders last 12 months: \$200-499	4,115	9.9%	119
Spent on Internet orders last 12 months: \$500+	7,793	18.8%	129
Connection to Internet from home: dial-up modem	3,186	7.7%	92
Connection to Internet from home: cable modem	13,489	32.6%	121
Connection to Internet from home: DSL	11,982	29.0%	118
Connection to Internet from home: wireless	6,953	16.8%	122
Connection to Internet from home: any broadband	29,023	70.1%	119
DVDs rented in last 30 days: 1	1,227	3.0%	112
DVDs rented in last 30 days: 2	2,311	5.6%	121
DVDs rented in last 30 days: 3	1,476	3.6%	111
DVDs rented in last 30 days: 4	1,715	4.1%	107
DVDs rented in last 30 days: 5+	6,281	15.2%	115
Rented video tape/DVD last month: action/adventure	9,574	23.1%	114
Rented video tape/DVD last month: classic	2,199	5.3%	102
Rented video tape/DVD last month: comedy	9,741	23.5%	114
Rented video tape/DVD last month: drama	6,366	15.4%	113
Rented video tape/DVD last month: family/children	4,386	10.6%	119
Rented video tape/DVD last month: foreign	804	1.9%	98
Rented video tape/DVD last month: horror	2,945	7.1%	96
Rented video tape/DVD last month: romance	3,269	7.9%	105
Rented video tape/DVD last month: science fiction	2,328	5.6%	106
Rented video tape/DVD last mo at Blockbuster Video	6,242	15.1%	125
Rented video tape/DVD last mo at Hollywood Video	1,822	4.4%	107
Bought video tape/DVD last month: action/adventure	3,420	8.3%	99
Bought video tape/DVD last month: classic	940	2.3%	83
Bought video tape/DVD last month: comedy	3,417	8.3%	103
Bought video tape/DVD last month: drama	1,769	4.3%	99
Bought video tape/DVD last month: family/children	2,791	6.7%	114
Bought video tape/DVD last month: horror	857	2.1%	66
Bought video tape/DVD last month: romance	983	2.4%	93

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	999	2.4%	97
Bought blank video tape in last 6 months	4,642	11.2%	99
Bought 7+ blank video tapes in last 6 months	1,036	2.5%	96
DVDs purchased in last 30 days: 1	2,361	5.7%	115
DVDs purchased in last 30 days: 2	2,178	5.3%	111
DVDs purchased in last 30 days: 3-4	2,034	4.9%	106
DVDs purchased in last 30 days: 5+	1,848	4.5%	86
Bought any camera in last 12 months	5,688	13.7%	107
Spent on cameras in last 12 months: <\$100	1,714	4.1%	94
Spent on cameras in last 12 months: \$100-199	1,369	3.3%	110
Spent on cameras in last 12 months: \$200+	1,964	4.7%	119
Own APS (point & shoot or SLR) camera	1,341	3.2%	118
Own digital camera	16,546	40.0%	121
Bought digital camera in last 12 months	3,248	7.9%	115
Own digital point & shoot camera	12,648	30.6%	123
Bought digital point & shoot camera in last 12 mo	2,406	5.8%	118
Own digital SLR camera	4,460	10.8%	116
Bought digital SLR camera in last 12 months	1,009	2.4%	108
Own 35mm auto focus point & shoot camera	2,135	5.2%	110
Own 35mm auto focus single lens reflex camera	1,128	2.7%	114
Own 35mm auto focus zoom camera	2,594	6.3%	112
Own 35mm single lens reflex camera	1,490	3.6%	120
Own Canon camera	7,811	18.9%	120
Bought Canon camera in last 12 months	1,029	2.5%	117
Own Fuji camera	1,652	4.0%	99
Own Kodak camera	5,397	13.0%	110
Bought Kodak camera in last 12 months	1,149	2.8%	93
Own Nikon camera	2,761	6.7%	123
Own Olympus camera	2,403	5.8%	128
Own Polaroid camera	909	2.2%	89
Bought any camera accessory in last 12 months	20,471	49.5%	116
Bought film in last 12 months	8,153	19.7%	103
Bought film in last 12 months: <3 rolls	3,782	9.1%	103
Bought film in last 12 months: 3-6 rolls	2,582	6.2%	100
Bought film in last 12 months: 7+ rolls	1,787	4.3%	102
Bought film in last 12 mo: APS (color prints)	1,145	2.8%	104
Bought film in last 12 mo: instant developing	770	1.9%	93
Bought film in last 12 mo: 35mm (black & white)	344	0.8%	87
Bought film in last 12 mo: 35mm (color prints)	4,776	11.5%	101
Bought Fuji film in last 12 months	2,044	4.9%	98
Bought Kodak film in last 12 months	5,106	12.3%	104
Bought store-brand film in last 12 months	880	2.1%	100
Purchased film in last 12 mo: department store	1,238	3.0%	80
Purchased film in last 12 mo: discount store	2,095	5.1%	106

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	1,895	4.6%	98
Purchased film in last 12 mo: grocery store	872	2.1%	98
Purchased film in last 12 mo: 1 hour service store	941	2.3%	89
Had film processed at discount store	1,366	3.3%	100
Had film processed at drug store	1,776	4.3%	101
Had film processed at 1 hour service store	1,229	3.0%	102
Bought memory card for camera in last 12 months	3,565	8.6%	113
Own memory card for camera	12,577	30.4%	123

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Demographic Summary		2010	2015
Population		425,303	441,705
Population 18+		319,270	332,717
Households		165,521	172,039
Median Household Income		\$68,866	\$78,534
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	134,003	81.0%	109
Purchased home PC in last 12 months	29,442	17.8%	113
Purchased home PC 1-2 years ago	41,994	25.4%	113
Purchased home PC 3-4 years ago	36,928	22.3%	115
Purchased home PC 5+ years ago	17,111	10.3%	111
Spent <\$500 on home PC (most recent purchase)	14,539	8.8%	101
Spent \$500-999 on home PC (most recent purchase)	32,488	19.6%	110
Spent \$1000-1499 on home PC (most recent purchase)	25,257	15.3%	117
Spent \$1500-1999 on home PC (most recent purchase)	13,677	8.3%	116
Spent \$2000+ on home PC (most recent purchase)	12,105	7.3%	118
Purchased home PC at computer superstore	24,619	14.9%	117
Purchased home PC at department store	7,421	4.5%	91
Purchased home PC direct from manufacturer	27,449	16.6%	119
Purchased home PC at electronics store	21,007	12.7%	115
Purchased home PC on Internet	16,294	9.8%	115
Purchased home PC at warehouse discount outlet	3,737	2.3%	103
HH owns desktop PC	105,663	63.8%	111
HH owns laptop/notebook/tablet PC	59,578	36.0%	115
HH owns any Apple/Mac clone brand PC	10,981	6.6%	106
HH owns any IBM/IBM compatible brand PC	123,232	74.5%	110
Brand of PC that HH owns: Compaq	15,367	9.3%	110
Brand of PC that HH owns: Dell	57,992	35.0%	114
Brand of PC that HH owns: Gateway	11,806	7.1%	107
Brand of PC that HH owns: Hewlett Packard	29,384	17.8%	114
Brand of PC that HH owns: Sony Vaio	5,089	3.1%	106
Child (under 18) uses home PC	40,522	24.5%	116
HH owns CD burner	69,595	42.0%	114
HH owns CD ROM drive	71,863	43.4%	111
HH owns DVD drive	47,378	28.6%	115
HH owns DVD-RW (DVD burner)	39,023	23.6%	115
HH owns external hard drive	27,297	16.5%	116
HH owns flash drive	40,336	24.4%	119
HH owns LAN/network interface card	22,471	13.6%	123
HH owns inkjet printer	79,914	48.3%	113
HH owns laser printer	27,108	16.4%	119
HH owns modem/fax modem	39,234	23.7%	114
HH owns removable cartridge storage device	10,431	6.3%	109
HH owns scanner	54,345	32.8%	115
HH owns PC speakers	78,004	47.1%	113
HH owns tape backup	4,846	2.9%	110
HH owns webcam	21,347	12.9%	114
HH owns software: accounting	17,452	10.5%	119
HH owns software: communications/fax	16,004	9.7%	118
HH owns software: database/filing	15,637	9.4%	116
HH owns software: desktop publishing	23,932	14.5%	119

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	18,703	11.3%	113
HH owns software: entertainment/games	53,744	32.5%	112
HH owns software: online meeting/conference	5,147	3.1%	109
HH owns software: personal finance/tax prep	30,090	18.2%	128
HH owns software: presentation graphics	15,745	9.5%	119
HH owns software: multimedia	29,256	17.7%	115
HH owns software: networking	21,460	13.0%	116
HH owns software: security/anti-virus	54,777	33.1%	118
HH owns software: spreadsheet	46,778	28.3%	122
HH owns software: utility	13,801	8.3%	118
HH owns software: web authoring	6,440	3.9%	112
HH owns software: word processing	65,960	39.9%	118
Spent \$500+ on software for home PC in last 12 mo	4,196	2.5%	106
Purchased computer book in last 12 months	7,994	4.8%	112
HH owns fax machine	11,534	7.0%	116
Purchased audio equipment in last 12 months	16,512	10.0%	103
Purchased headphones in last 12 months	6,685	4.0%	101
HH owns camcorder	38,286	23.1%	119
Purchased camcorder in last 12 months	3,688	2.2%	105
HH owns CD player	84,494	51.0%	111
Purchased CD player in last 12 months	6,493	3.9%	101
HH owns DVD player	116,461	70.4%	106
Purchased DVD player in last 12 months	16,773	10.1%	104
HH owns 1 TV	26,806	16.2%	82
HH owns 2 TVs	42,934	25.9%	99
HH owns 3 TVs	38,757	23.4%	104
HH owns 4+ TVs	41,384	25.0%	119
HH owns miniature screen TV (<13 in)	14,108	8.5%	108
Most recent TV purchase: miniature screen (<13 in)	4,407	2.7%	96
HH owns regular screen TV (13-26 in)	74,072	44.8%	103
Most recent TV purchase: regular screen (13-26 in)	36,362	22.0%	94
HH owns large screen TV (27-35 in)	80,488	48.6%	104
Most recent TV purchase: large screen (27-35 in)	51,280	31.0%	98
HH owns big screen TV (36-42 in)	35,758	21.6%	114
Most recent TV purchase: big screen (36-42 in)	26,157	15.8%	112
HH owns giant screen TV (over 42 in)	28,328	17.1%	120
Most recent TV purchase: giant screen (over 42 in)	22,251	13.4%	120
HH owns LCD TV	37,396	22.6%	118
HH owns plasma TV	15,352	9.3%	112
HH owns projection TV	10,328	6.2%	115
HH owns video game system	59,295	35.8%	107
Purchased video game system in last 12 months	19,452	11.8%	109
HH owns video game system: handheld	28,166	17.0%	111
HH owns video game system: attached to TV/computer	52,524	31.7%	107
HH owns video game system: Game Boy	12,658	7.6%	111
HH owns video game system: Game Boy Advance/SP	12,458	7.5%	114
HH owns video game system: Nintendo DS	14,267	8.6%	114

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	8,899	5.4%	107
HH owns video game system: Nintendo Wii	13,229	8.0%	118
HH owns video game system: PlayStation 2	28,048	16.9%	103
HH owns video game system: PlayStation 3	6,300	3.8%	105
HH owns video game system: Sony PlayStation/PS One	6,836	4.1%	102
HH owns video game system: Sony PSP	4,879	2.9%	101
HH owns video game system: Xbox	10,342	6.2%	105
HH owns video game system: Xbox 360	12,008	7.3%	112
HH purchased 5+ video games in last 12 months	11,460	6.9%	107
HH spent \$101+ on video games in last 12 months	14,595	8.8%	109
Owns MP3 player	97,578	30.6%	114
Purchased MP3 player in last 12 months	37,386	11.7%	115
Owns Apple iPod	40,873	12.8%	115
Purchased Apple iPod in last 12 months	12,007	3.8%	111
Have any access to the Internet	289,010	90.5%	107
Have access to Internet: at home	253,797	79.5%	113
Have access to Internet: at work	141,855	44.4%	119
Have access to Internet: at school/library	85,374	26.7%	106
Have access to Internet: not hm/work/school/library	66,520	20.8%	107
Use Internet less than once a week	10,048	3.1%	79
Use Internet 1-2 times per week	15,150	4.7%	86
Use Internet 3-6 times per week	26,103	8.2%	102
Use Internet once a day	37,640	11.8%	107
Use Internet 2-4 times per day	65,434	20.5%	116
Use Internet 5 or more times per day	98,316	30.8%	123
Any Internet or online usage in last 30 days	252,523	79.1%	112
Used Internet in last 30 days: at home	229,806	72.0%	116
Used Internet in last 30 days: at work	124,756	39.1%	123
Used Internet in last 30 days: at school/library	24,065	7.5%	98
Used Internet/30 days: not home/work/school/library	31,095	9.7%	105
Internet last 30 days: used email	229,778	72.0%	116
Internet last 30 days: used Instant Messenger	87,499	27.4%	108
Internet last 30 days: paid bills online	125,607	39.3%	120
Internet last 30 days: visited online blog	34,516	10.8%	113
Internet last 30 days: wrote online blog	12,309	3.9%	104
Internet last 30 days: visited chat room	13,553	4.2%	91
Internet last 30 days: looked for employment	44,160	13.8%	105
Internet last 30 days: played games online	68,599	21.5%	102
Internet last 30 days: traded/tracked investments	47,256	14.8%	133
Internet last 30 days: downloaded music	63,537	19.9%	108
Internet last 30 days: made phone call	13,363	4.2%	114
Internet last 30 days: made personal purchase	120,828	37.8%	123
Internet last 30 days: made business purchase	37,614	11.8%	124
Internet last 30 days: made travel plans	70,523	22.1%	128
Internet last 30 days: watched online video	69,263	21.7%	113
Internet last 30 days: obtained new/used car info	33,802	10.6%	120
Internet last 30 days: obtained financial info	95,343	29.9%	125
Internet last 30 days: obtained medical info	61,984	19.4%	116
Internet last 30 days: obtained latest news	148,642	46.6%	121
Internet last 30 days: obtained real estate info	42,921	13.4%	125

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	90,504	28.3%	122
Ordered anything on Internet in last 12 months	137,750	43.1%	125
Ordered on Internet/12 mo: airline ticket	70,973	22.2%	133
Ordered on Internet/12 mo: CD/tape	16,993	5.3%	122
Ordered on Internet/12 mo: clothing	57,587	18.0%	124
Ordered on Internet/12 mo: computer	12,854	4.0%	118
Ordered on Internet/12 mo: computer peripheral	17,053	5.3%	123
Ordered on Internet/12 mo: DVD	25,272	7.9%	120
Ordered on Internet/12 mo: flowers	19,633	6.1%	133
Ordered on Internet/12 mo: software	22,485	7.0%	124
Ordered on Internet/12 mo: tickets (concerts etc.)	39,250	12.3%	128
Ordered on Internet/12 mo: toy	18,898	5.9%	119
Purchased item from amazon.com in last 12 months	55,050	17.2%	123
Purchased item from barnes&noble.com in last 12 mo	12,838	4.0%	126
Purchased item from bestbuy.com in last 12 months	9,900	3.1%	123
Purchased item from ebay.com in last 12 months	34,016	10.7%	115
Purchased item from walmart.com in last 12 months	14,179	4.4%	108
Spent on Internet orders last 12 months: <\$100	19,411	6.1%	112
Spent on Internet orders last 12 months: \$100-199	18,915	5.9%	110
Spent on Internet orders last 12 months: \$200-499	32,222	10.1%	120
Spent on Internet orders last 12 months: \$500+	60,796	19.0%	131
Connection to Internet from home: dial-up modem	22,035	6.9%	83
Connection to Internet from home: cable modem	108,033	33.8%	126
Connection to Internet from home: DSL	86,250	27.0%	110
Connection to Internet from home: wireless	53,655	16.8%	122
Connection to Internet from home: any broadband	222,359	69.6%	118
DVDs rented in last 30 days: 1	9,312	2.9%	110
DVDs rented in last 30 days: 2	17,654	5.5%	119
DVDs rented in last 30 days: 3	11,623	3.6%	114
DVDs rented in last 30 days: 4	13,601	4.3%	110
DVDs rented in last 30 days: 5+	47,937	15.0%	114
Rented video tape/DVD last month: action/adventure	72,641	22.8%	113
Rented video tape/DVD last month: classic	17,760	5.6%	107
Rented video tape/DVD last month: comedy	74,599	23.4%	113
Rented video tape/DVD last month: drama	50,108	15.7%	115
Rented video tape/DVD last month: family/children	31,777	10.0%	112
Rented video tape/DVD last month: foreign	6,619	2.1%	105
Rented video tape/DVD last month: horror	22,481	7.0%	95
Rented video tape/DVD last month: romance	25,727	8.1%	107
Rented video tape/DVD last month: science fiction	17,628	5.5%	104
Rented video tape/DVD last mo at Blockbuster Video	47,948	15.0%	124
Rented video tape/DVD last mo at Hollywood Video	14,760	4.6%	112
Bought video tape/DVD last month: action/adventure	26,892	8.4%	101
Bought video tape/DVD last month: classic	7,962	2.5%	92
Bought video tape/DVD last month: comedy	26,529	8.3%	103
Bought video tape/DVD last month: drama	14,209	4.5%	103
Bought video tape/DVD last month: family/children	19,362	6.1%	103
Bought video tape/DVD last month: horror	7,644	2.4%	76
Bought video tape/DVD last month: romance	8,012	2.5%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	8,200	2.6%	103
Bought blank video tape in last 6 months	36,721	11.5%	101
Bought 7+ blank video tapes in last 6 months	7,961	2.5%	96
DVDs purchased in last 30 days: 1	17,743	5.6%	112
DVDs purchased in last 30 days: 2	16,698	5.2%	110
DVDs purchased in last 30 days: 3-4	14,706	4.6%	99
DVDs purchased in last 30 days: 5+	14,941	4.7%	90
Bought any camera in last 12 months	43,153	13.5%	105
Spent on cameras in last 12 months: <\$100	12,506	3.9%	88
Spent on cameras in last 12 months: \$100-199	10,098	3.2%	105
Spent on cameras in last 12 months: \$200+	15,213	4.8%	120
Own APS (point & shoot or SLR) camera	10,444	3.3%	119
Own digital camera	124,624	39.0%	118
Bought digital camera in last 12 months	25,100	7.9%	115
Own digital point & shoot camera	94,429	29.6%	119
Bought digital point & shoot camera in last 12 mo	17,799	5.6%	113
Own digital SLR camera	34,676	10.9%	117
Bought digital SLR camera in last 12 months	7,939	2.5%	110
Own 35mm auto focus point & shoot camera	16,570	5.2%	111
Own 35mm auto focus single lens reflex camera	9,081	2.8%	119
Own 35mm auto focus zoom camera	19,179	6.0%	107
Own 35mm single lens reflex camera	11,038	3.5%	115
Own Canon camera	60,721	19.0%	121
Bought Canon camera in last 12 months	8,047	2.5%	118
Own Fuji camera	12,647	4.0%	98
Own Kodak camera	38,094	11.9%	101
Bought Kodak camera in last 12 months	8,333	2.6%	88
Own Nikon camera	20,823	6.5%	120
Own Olympus camera	17,872	5.6%	123
Own Polaroid camera	6,654	2.1%	85
Bought any camera accessory in last 12 months	155,568	48.7%	114
Bought film in last 12 months	63,522	19.9%	104
Bought film in last 12 months: <3 rolls	28,726	9.0%	101
Bought film in last 12 months: 3-6 rolls	20,927	6.6%	105
Bought film in last 12 months: 7+ rolls	13,976	4.4%	103
Bought film in last 12 mo: APS (color prints)	8,944	2.8%	105
Bought film in last 12 mo: instant developing	5,736	1.8%	90
Bought film in last 12 mo: 35mm (black & white)	2,941	0.9%	97
Bought film in last 12 mo: 35mm (color prints)	38,566	12.1%	106
Bought Fuji film in last 12 months	16,380	5.1%	102
Bought Kodak film in last 12 months	39,696	12.4%	105
Bought store-brand film in last 12 months	7,055	2.2%	104
Purchased film in last 12 mo: department store	9,572	3.0%	81
Purchased film in last 12 mo: discount store	15,772	4.9%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	16,129	5.1%	108
Purchased film in last 12 mo: grocery store	7,267	2.3%	106
Purchased film in last 12 mo: 1 hour service store	7,618	2.4%	94
Had film processed at discount store	10,864	3.4%	103
Had film processed at drug store	14,729	4.6%	108
Had film processed at 1 hour service store	8,986	2.8%	97
Bought memory card for camera in last 12 months	27,541	8.6%	113
Own memory card for camera	94,039	29.5%	119

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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CLERMONT COUNTY, OHIO
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Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	352,135	74.9%	101
Purchased home PC in last 12 months	76,562	16.3%	104
Purchased home PC 1-2 years ago	108,853	23.2%	103
Purchased home PC 3-4 years ago	93,955	20.0%	103
Purchased home PC 5+ years ago	45,869	9.8%	105
Spent <\$500 on home PC (most recent purchase)	42,041	8.9%	103
Spent \$500-999 on home PC (most recent purchase)	84,981	18.1%	101
Spent \$1000-1499 on home PC (most recent purchase)	63,467	13.5%	103
Spent \$1500-1999 on home PC (most recent purchase)	35,471	7.5%	106
Spent \$2000+ on home PC (most recent purchase)	30,556	6.5%	105
Purchased home PC at computer superstore	62,815	13.4%	105
Purchased home PC at department store	22,051	4.7%	95
Purchased home PC direct from manufacturer	68,727	14.6%	105
Purchased home PC at electronics store	55,220	11.7%	107
Purchased home PC on Internet	42,957	9.1%	106
Purchased home PC at warehouse discount outlet	9,753	2.1%	95
HH owns desktop PC	272,862	58.0%	101
HH owns laptop/notebook/tablet PC	153,200	32.6%	104
HH owns any Apple/Mac clone brand PC	29,433	6.3%	100
HH owns any IBM/IBM compatible brand PC	322,691	68.6%	102
Brand of PC that HH owns: Compaq	41,491	8.8%	104
Brand of PC that HH owns: Dell	148,119	31.5%	102
Brand of PC that HH owns: Gateway	31,520	6.7%	101
Brand of PC that HH owns: Hewlett Packard	75,061	16.0%	103
Brand of PC that HH owns: Sony Vaio	13,733	2.9%	101
Child (under 18) uses home PC	102,811	21.9%	104
HH owns CD burner	181,369	38.6%	105
HH owns CD ROM drive	188,527	40.1%	102
HH owns DVD drive	123,998	26.4%	106
HH owns DVD-RW (DVD burner)	102,704	21.8%	106
HH owns external hard drive	69,620	14.8%	104
HH owns flash drive	102,753	21.9%	106
HH owns LAN/network interface card	57,449	12.2%	110
HH owns inkjet printer	205,042	43.6%	102
HH owns laser printer	67,050	14.3%	104
HH owns modem/fax modem	100,809	21.4%	103
HH owns removable cartridge storage device	28,370	6.0%	104
HH owns scanner	137,911	29.3%	103
HH owns PC speakers	201,591	42.9%	103
HH owns tape backup	12,748	2.7%	102
HH owns webcam	56,018	11.9%	105
HH owns software: accounting	43,495	9.3%	104
HH owns software: communications/fax	40,177	8.5%	105
HH owns software: database/filing	41,075	8.7%	107
HH owns software: desktop publishing	59,635	12.7%	105

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	49,995	10.6%	106
HH owns software: entertainment/games	141,470	30.1%	104
HH owns software: online meeting/conference	14,331	3.0%	107
HH owns software: personal finance/tax prep	72,090	15.3%	108
HH owns software: presentation graphics	40,682	8.7%	108
HH owns software: multimedia	76,708	16.3%	107
HH owns software: networking	55,952	11.9%	106
HH owns software: security/anti-virus	139,109	29.6%	105
HH owns software: spreadsheet	115,918	24.7%	107
HH owns software: utility	35,916	7.6%	108
HH owns software: web authoring	17,655	3.8%	108
HH owns software: word processing	166,534	35.4%	105
Spent \$500+ on software for home PC in last 12 mo	11,269	2.4%	100
Purchased computer book in last 12 months	21,318	4.5%	105
HH owns fax machine	28,787	6.1%	102
Purchased audio equipment in last 12 months	48,222	10.3%	106
Purchased headphones in last 12 months	19,332	4.1%	103
HH owns camcorder	94,683	20.1%	103
Purchased camcorder in last 12 months	10,246	2.2%	103
HH owns CD player	226,780	48.2%	105
Purchased CD player in last 12 months	19,450	4.1%	107
HH owns DVD player	318,371	67.7%	102
Purchased DVD player in last 12 months	47,271	10.1%	104
HH owns 1 TV	88,496	18.8%	96
HH owns 2 TVs	124,302	26.4%	101
HH owns 3 TVs	105,562	22.5%	100
HH owns 4+ TVs	103,316	22.0%	105
HH owns miniature screen TV (<13 in)	38,247	8.1%	103
Most recent TV purchase: miniature screen (<13 in)	13,300	2.8%	102
HH owns regular screen TV (13-26 in)	205,738	43.8%	101
Most recent TV purchase: regular screen (13-26 in)	109,320	23.3%	100
HH owns large screen TV (27-35 in)	219,426	46.7%	100
Most recent TV purchase: large screen (27-35 in)	146,100	31.1%	98
HH owns big screen TV (36-42 in)	90,200	19.2%	102
Most recent TV purchase: big screen (36-42 in)	67,244	14.3%	101
HH owns giant screen TV (over 42 in)	70,230	14.9%	105
Most recent TV purchase: giant screen (over 42 in)	55,391	11.8%	106
HH owns LCD TV	93,767	19.9%	104
HH owns plasma TV	37,674	8.0%	97
HH owns projection TV	27,008	5.7%	106
HH owns video game system	161,708	34.4%	103
Purchased video game system in last 12 months	51,602	11.0%	102
HH owns video game system: handheld	73,952	15.7%	102
HH owns video game system: attached to TV/computer	142,886	30.4%	103
HH owns video game system: Game Boy	33,053	7.0%	102
HH owns video game system: Game Boy Advance/SP	31,927	6.8%	103
HH owns video game system: Nintendo DS	36,844	7.8%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	24,803	5.3%	105
HH owns video game system: Nintendo Wii	33,688	7.2%	106
HH owns video game system: PlayStation 2	79,448	16.9%	103
HH owns video game system: PlayStation 3	17,185	3.7%	101
HH owns video game system: Sony PlayStation/PS One	18,890	4.0%	99
HH owns video game system: Sony PSP	13,785	2.9%	100
HH owns video game system: Xbox	28,991	6.2%	104
HH owns video game system: Xbox 360	31,503	6.7%	104
HH purchased 5+ video games in last 12 months	32,164	6.8%	105
HH spent \$101+ on video games in last 12 months	39,426	8.4%	104
Owns MP3 player	253,214	28.5%	106
Purchased MP3 player in last 12 months	97,636	11.0%	108
Owns Apple iPod	104,935	11.8%	106
Purchased Apple iPod in last 12 months	31,709	3.6%	106
Have any access to the Internet	771,137	86.9%	103
Have access to Internet: at home	645,826	72.8%	103
Have access to Internet: at work	356,780	40.2%	108
Have access to Internet: at school/library	240,051	27.1%	107
Have access to Internet: not hm/work/school/library	176,333	19.9%	102
Use Internet less than once a week	31,042	3.5%	88
Use Internet 1-2 times per week	44,514	5.0%	91
Use Internet 3-6 times per week	70,425	7.9%	99
Use Internet once a day	99,487	11.2%	101
Use Internet 2-4 times per day	164,688	18.6%	105
Use Internet 5 or more times per day	248,875	28.1%	112
Any Internet or online usage in last 30 days	655,803	73.9%	105
Used Internet in last 30 days: at home	580,358	65.4%	105
Used Internet in last 30 days: at work	309,355	34.9%	110
Used Internet in last 30 days: at school/library	71,056	8.0%	104
Used Internet/30 days: not home/work/school/library	85,352	9.6%	104
Internet last 30 days: used email	585,302	66.0%	106
Internet last 30 days: used Instant Messenger	237,979	26.8%	106
Internet last 30 days: paid bills online	321,008	36.2%	110
Internet last 30 days: visited online blog	92,752	10.5%	109
Internet last 30 days: wrote online blog	36,130	4.1%	110
Internet last 30 days: visited chat room	40,015	4.5%	97
Internet last 30 days: looked for employment	124,204	14.0%	107
Internet last 30 days: played games online	195,513	22.0%	105
Internet last 30 days: traded/tracked investments	111,205	12.5%	112
Internet last 30 days: downloaded music	174,287	19.6%	107
Internet last 30 days: made phone call	34,341	3.9%	105
Internet last 30 days: made personal purchase	295,732	33.3%	108
Internet last 30 days: made business purchase	91,772	10.3%	109
Internet last 30 days: made travel plans	168,825	19.0%	110
Internet last 30 days: watched online video	185,772	20.9%	109
Internet last 30 days: obtained new/used car info	86,270	9.7%	110
Internet last 30 days: obtained financial info	236,481	26.7%	111
Internet last 30 days: obtained medical info	154,195	17.4%	104
Internet last 30 days: obtained latest news	371,083	41.8%	109
Internet last 30 days: obtained real estate info	102,851	11.6%	108

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ECONOMIC DEVELOPMENT

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www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	227,973	25.7%	111
Ordered anything on Internet in last 12 months	333,752	37.6%	109
Ordered on Internet/12 mo: airline ticket	167,878	18.9%	113
Ordered on Internet/12 mo: CD/tape	42,628	4.8%	110
Ordered on Internet/12 mo: clothing	141,720	16.0%	110
Ordered on Internet/12 mo: computer	32,376	3.6%	107
Ordered on Internet/12 mo: computer peripheral	42,191	4.8%	110
Ordered on Internet/12 mo: DVD	65,253	7.4%	112
Ordered on Internet/12 mo: flowers	46,279	5.2%	113
Ordered on Internet/12 mo: software	54,519	6.1%	108
Ordered on Internet/12 mo: tickets (concerts etc.)	96,223	10.8%	113
Ordered on Internet/12 mo: toy	46,479	5.2%	105
Purchased item from amazon.com in last 12 months	133,329	15.0%	107
Purchased item from barnes&noble.com in last 12 mo	30,530	3.4%	108
Purchased item from bestbuy.com in last 12 months	24,957	2.8%	112
Purchased item from ebay.com in last 12 months	87,622	9.9%	106
Purchased item from walmart.com in last 12 months	38,565	4.3%	106
Spent on Internet orders last 12 months: <\$100	52,032	5.9%	108
Spent on Internet orders last 12 months: \$100-199	50,230	5.7%	105
Spent on Internet orders last 12 months: \$200-499	82,355	9.3%	111
Spent on Internet orders last 12 months: \$500+	143,704	16.2%	111
Connection to Internet from home: dial-up modem	58,541	6.6%	79
Connection to Internet from home: cable modem	269,876	30.4%	113
Connection to Internet from home: DSL	221,232	24.9%	101
Connection to Internet from home: wireless	134,122	15.1%	110
Connection to Internet from home: any broadband	562,086	63.4%	107
DVDs rented in last 30 days: 1	25,553	2.9%	109
DVDs rented in last 30 days: 2	46,998	5.3%	114
DVDs rented in last 30 days: 3	30,317	3.4%	107
DVDs rented in last 30 days: 4	36,015	4.1%	105
DVDs rented in last 30 days: 5+	127,791	14.4%	109
Rented video tape/DVD last month: action/adventure	192,908	21.7%	108
Rented video tape/DVD last month: classic	48,088	5.4%	104
Rented video tape/DVD last month: comedy	199,390	22.5%	109
Rented video tape/DVD last month: drama	131,984	14.9%	109
Rented video tape/DVD last month: family/children	84,267	9.5%	107
Rented video tape/DVD last month: foreign	18,041	2.0%	103
Rented video tape/DVD last month: horror	69,525	7.8%	106
Rented video tape/DVD last month: romance	70,350	7.9%	106
Rented video tape/DVD last month: science fiction	48,658	5.5%	103
Rented video tape/DVD last mo at Blockbuster Video	123,178	13.9%	115
Rented video tape/DVD last mo at Hollywood Video	40,794	4.6%	111
Bought video tape/DVD last month: action/adventure	75,735	8.5%	102
Bought video tape/DVD last month: classic	22,254	2.5%	92
Bought video tape/DVD last month: comedy	74,056	8.3%	104
Bought video tape/DVD last month: drama	38,861	4.4%	101
Bought video tape/DVD last month: family/children	53,722	6.1%	103
Bought video tape/DVD last month: horror	25,335	2.9%	91
Bought video tape/DVD last month: romance	22,401	2.5%	99

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	23,550	2.7%	107
Bought blank video tape in last 6 months	100,836	11.4%	100
Bought 7+ blank video tapes in last 6 months	23,145	2.6%	100
DVDs purchased in last 30 days: 1	46,579	5.3%	106
DVDs purchased in last 30 days: 2	46,103	5.2%	110
DVDs purchased in last 30 days: 3-4	42,037	4.7%	102
DVDs purchased in last 30 days: 5+	44,654	5.0%	97
Bought any camera in last 12 months	116,362	13.1%	102
Spent on cameras in last 12 months: <\$100	37,724	4.3%	96
Spent on cameras in last 12 months: \$100-199	27,901	3.1%	104
Spent on cameras in last 12 months: \$200+	37,436	4.2%	106
Own APS (point & shoot or SLR) camera	26,153	2.9%	107
Own digital camera	307,775	34.7%	105
Bought digital camera in last 12 months	65,420	7.4%	108
Own digital point & shoot camera	231,304	26.1%	105
Bought digital point & shoot camera in last 12 mo	46,501	5.2%	106
Own digital SLR camera	88,184	9.9%	107
Bought digital SLR camera in last 12 months	21,311	2.4%	107
Own 35mm auto focus point & shoot camera	41,736	4.7%	100
Own 35mm auto focus single lens reflex camera	22,266	2.5%	105
Own 35mm auto focus zoom camera	49,456	5.6%	99
Own 35mm single lens reflex camera	27,655	3.1%	104
Own Canon camera	149,067	16.8%	107
Bought Canon camera in last 12 months	20,388	2.3%	108
Own Fuji camera	34,255	3.9%	95
Own Kodak camera	104,611	11.8%	100
Bought Kodak camera in last 12 months	25,252	2.8%	96
Own Nikon camera	50,177	5.7%	104
Own Olympus camera	44,392	5.0%	110
Own Polaroid camera	20,559	2.3%	94
Bought any camera accessory in last 12 months	393,239	44.3%	104
Bought film in last 12 months	171,962	19.4%	101
Bought film in last 12 months: <3 rolls	79,266	8.9%	100
Bought film in last 12 months: 3-6 rolls	57,004	6.4%	103
Bought film in last 12 months: 7+ rolls	36,945	4.2%	98
Bought film in last 12 mo: APS (color prints)	23,978	2.7%	101
Bought film in last 12 mo: instant developing	16,736	1.9%	94
Bought film in last 12 mo: 35mm (black & white)	8,665	1.0%	103
Bought film in last 12 mo: 35mm (color prints)	102,795	11.6%	102
Bought Fuji film in last 12 months	44,435	5.0%	99
Bought Kodak film in last 12 months	105,630	11.9%	101
Bought store-brand film in last 12 months	19,828	2.2%	105
Purchased film in last 12 mo: department store	28,736	3.2%	87
Purchased film in last 12 mo: discount store	42,350	4.8%	100

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Purchased film in last 12 mo: 1 hour service store	22,094	2.5%	98
Had film processed at discount store	29,716	3.4%	101
Had film processed at drug store	39,722	4.5%	105
Had film processed at 1 hour service store	25,044	2.8%	97
Bought memory card for camera in last 12 months	70,235	7.9%	103
Own memory card for camera	231,186	26.1%	105

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
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Demographic Summary		2010	2015
Population		56,619	59,292
Population 18+		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Bank/financial institution: use full service bank	22,487	54.3%	110
Bank/financial institution: use savings & loan	4,551	11.0%	105
Bank/financial institution: use credit union	11,103	26.8%	119
Bank/financial institution: use fed savings bank	978	2.4%	103
Bank/financial institution: use mutual funds co	1,656	4.0%	123
Bank/financial institution: use Internet Bank	2,033	4.9%	114
Used ATM/cash machine in last 12 months	24,185	58.4%	115
Banked in person in last 12 months	23,426	56.6%	109
Banked by mail in last 12 months	2,591	6.3%	117
Banked by phone in last 12 months	6,957	16.8%	112
Did banking over the Internet in last 12 months	14,098	34.1%	125
Used direct deposit of paycheck in last 12 months	18,661	45.1%	117
Have interest checking account	15,739	38.0%	118
Have non-interest checking account	11,867	28.7%	108
Have money market account	6,520	15.8%	128
Have savings account	17,486	42.3%	116
Have 401K retirement savings	9,627	23.3%	131
Have IRA retirement savings	7,816	18.9%	125
Have auto loan for new car	5,770	13.9%	121
Have personal loan for education only	1,956	4.7%	117
Have personal loan-not for education	1,141	2.8%	110
Have home mortgage (1st)	10,659	25.8%	134
Have 2nd mortgage (equity loan)	3,629	8.8%	139
Have home equity line of credit	3,314	8.0%	133
Have personal line of credit	2,155	5.2%	115
Have overdraft protection	6,897	16.7%	125
Own any securities investment	12,281	29.7%	119
Own annuities	1,449	3.5%	115
Own certificate of deposit (6 months or less)	1,663	4.0%	114
Own certificate of deposit (more than 6 months)	2,572	6.2%	112
Own common/preferred stock in company you work for	1,674	4.0%	134
Own common stock in company you don't work for	3,335	8.1%	128
Own insured money market account (bank)	1,081	2.6%	127
Own shares in money market fund	3,589	8.7%	131
Own shares in mutual fund (bonds)	3,183	7.7%	130
Own shares in mutual fund (stock)	5,063	12.2%	130
Own any stock	4,767	11.5%	125
Own stock with market value <\$10000	1,476	3.6%	115
Own stock with market value \$10000-49999	1,288	3.1%	124
Own stock with market value \$50000+	1,374	3.3%	133

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	3,247		7.8%	115
Used financial planning counsel in last 12 months	4,004		9.7%	123
Used full service brokerage firm in last 12 months	3,165		7.6%	123
Own any credit/debit card (in own name)	33,387		80.7%	109
Own American Express card (in own name)	6,342		15.3%	123
Own Discover card (in own name)	5,344		12.9%	115
Own MasterCard (in own name)	16,375		39.6%	116
Own Visa (in own name)	23,069		55.7%	114
Own any department store credit card (in own name)	14,599		35.3%	114
Avg monthly credit card expenditures: <\$111	5,870		14.2%	102
Avg monthly credit card expenditures: \$111-225	3,311		8.0%	103
Avg monthly credit card expenditures: \$226-450	3,349		8.1%	108
Avg monthly credit card expenditures: \$451-700	2,987		7.2%	113
Avg monthly credit card expenditures: \$701+	7,212		17.4%	130

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015	
Population		425,303	441,705	
Population 18+		319,270	332,717	
Households		165,521	172,039	
Median Household Income		\$68,866	\$78,534	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		175,213	54.9%	111
Bank/financial institution: use savings & loan		35,456	11.1%	106
Bank/financial institution: use credit union		85,181	26.7%	118
Bank/financial institution: use fed savings bank		7,770	2.4%	106
Bank/financial institution: use mutual funds co		13,217	4.1%	127
Bank/financial institution: use Internet Bank		15,520	4.9%	113
Used ATM/cash machine in last 12 months		185,288	58.0%	114
Banked in person in last 12 months		182,771	57.2%	110
Banked by mail in last 12 months		19,854	6.2%	116
Banked by phone in last 12 months		53,036	16.6%	111
Did banking over the Internet in last 12 months		107,809	33.8%	124
Used direct deposit of paycheck in last 12 months		141,888	44.4%	115
Have interest checking account		121,336	38.0%	118
Have non-interest checking account		92,805	29.1%	109
Have money market account		51,622	16.2%	131
Have savings account		135,804	42.5%	117
Have 401K retirement savings		72,016	22.6%	127
Have IRA retirement savings		62,219	19.5%	129
Have auto loan for new car		42,995	13.5%	117
Have personal loan for education only		14,298	4.5%	110
Have personal loan-not for education		7,879	2.5%	98
Have home mortgage (1st)		78,999	24.7%	129
Have 2nd mortgage (equity loan)		26,575	8.3%	132
Have home equity line of credit		25,180	7.9%	131
Have personal line of credit		16,469	5.2%	114
Have overdraft protection		51,800	16.2%	122
Own any securities investment		98,247	30.8%	123
Own annuities		12,084	3.8%	125
Own certificate of deposit (6 months or less)		13,126	4.1%	117
Own certificate of deposit (more than 6 months)		21,026	6.6%	118
Own common/preferred stock in company you work for		12,758	4.0%	133
Own common stock in company you don't work for		26,855	8.4%	133
Own insured money market account (bank)		8,583	2.7%	130
Own shares in money market fund		28,512	8.9%	135
Own shares in mutual fund (bonds)		24,846	7.8%	131
Own shares in mutual fund (stock)		40,488	12.7%	135
Own any stock		38,484	12.1%	131
Own stock with market value <\$10000		11,574	3.6%	117
Own stock with market value \$10000-49999		10,210	3.2%	128
Own stock with market value \$50000+		10,768	3.4%	135

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	26,346		8.3%	120
Used financial planning counsel in last 12 months	32,598		10.2%	130
Used full service brokerage firm in last 12 months	26,305		8.2%	133
Own any credit/debit card (in own name)	258,840		81.1%	110
Own American Express card (in own name)	49,695		15.6%	125
Own Discover card (in own name)	42,052		13.2%	118
Own MasterCard (in own name)	125,033		39.2%	114
Own Visa (in own name)	178,612		55.9%	114
Own any department store credit card (in own name)	114,339		35.8%	115
Avg monthly credit card expenditures: <\$111	45,967		14.4%	104
Avg monthly credit card expenditures: \$111-225	26,222		8.2%	105
Avg monthly credit card expenditures: \$226-450	26,218		8.2%	110
Avg monthly credit card expenditures: \$451-700	23,060		7.2%	113
Avg monthly credit card expenditures: \$701+	56,010		17.5%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	452,176	51.0%	103
Bank/financial institution: use savings & loan	91,678	10.3%	99
Bank/financial institution: use credit union	218,007	24.6%	109
Bank/financial institution: use fed savings bank	20,366	2.3%	100
Bank/financial institution: use mutual funds co	31,758	3.6%	110
Bank/financial institution: use Internet Bank	41,046	4.6%	107
Used ATM/cash machine in last 12 months	482,190	54.4%	107
Banked in person in last 12 months	473,908	53.4%	103
Banked by mail in last 12 months	51,595	5.8%	109
Banked by phone in last 12 months	141,656	16.0%	106
Did banking over the Internet in last 12 months	268,653	30.3%	111
Used direct deposit of paycheck in last 12 months	366,788	41.3%	107
Have interest checking account	300,130	33.8%	105
Have non-interest checking account	245,079	27.6%	104
Have money market account	119,706	13.5%	110
Have savings account	344,555	38.8%	107
Have 401K retirement savings	175,858	19.8%	112
Have IRA retirement savings	147,274	16.6%	110
Have auto loan for new car	108,776	12.3%	106
Have personal loan for education only	38,761	4.4%	108
Have personal loan-not for education	21,845	2.5%	98
Have home mortgage (1st)	191,066	21.5%	112
Have 2nd mortgage (equity loan)	61,857	7.0%	111
Have home equity line of credit	56,960	6.4%	107
Have personal line of credit	41,324	4.7%	103
Have overdraft protection	126,485	14.3%	107
Own any securities investment	231,197	26.1%	104
Own annuities	29,611	3.3%	110
Own certificate of deposit (6 months or less)	32,195	3.6%	103
Own certificate of deposit (more than 6 months)	50,886	5.7%	103
Own common/preferred stock in company you work for	29,849	3.4%	112
Own common stock in company you don't work for	62,458	7.0%	111
Own insured money market account (bank)	19,898	2.2%	109
Own shares in money market fund	65,870	7.4%	112
Own shares in mutual fund (bonds)	58,806	6.6%	112
Own shares in mutual fund (stock)	95,351	10.7%	114
Own any stock	89,399	10.1%	110
Own stock with market value <\$10000	29,157	3.3%	106
Own stock with market value \$10000-49999	24,357	2.7%	110
Own stock with market value \$50000+	23,734	2.7%	107

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	64,067		7.2%	105
Used financial planning counsel in last 12 months	78,195		8.8%	112
Used full service brokerage firm in last 12 months	61,880		7.0%	113
Own any credit/debit card (in own name)	675,803		76.2%	103
Own American Express card (in own name)	114,097		12.9%	103
Own Discover card (in own name)	101,954		11.5%	103
Own MasterCard (in own name)	313,686		35.4%	103
Own Visa (in own name)	458,999		51.7%	105
Own any department store credit card (in own name)	281,516		31.7%	102
Avg monthly credit card expenditures: <\$111	125,892		14.2%	102
Avg monthly credit card expenditures: \$111-225	70,573		8.0%	102
Avg monthly credit card expenditures: \$226-450	67,895		7.7%	102
Avg monthly credit card expenditures: \$451-700	58,249		6.6%	103
Avg monthly credit card expenditures: \$701+	129,762		14.6%	110

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Population 18+		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	12,410	58.7%	114
HH owns any bird	597	2.8%	97
HH owns any cat	5,566	26.3%	109
HH owns any dog	9,317	44.0%	116
HH owns 1 cat	2,914	13.8%	108
HH owns 2+ cats	2,650	12.5%	108
HH owns 1 dog	5,800	27.4%	117
HH owns 2+ dogs	3,517	16.6%	113
HH used canned cat food in last 6 months	2,611	12.3%	106
HH used <4 cans of cat food in last 7 days	949	4.5%	103
HH used 8+ cans of cat food in last 7 days	766	3.6%	101
HH used packaged dry cat food in last 6 months	5,394	25.5%	110
HH used <5 pounds of packaged dry cat food last mo	1,942	9.2%	112
HH used 11+ pounds of packaged dry cat food last mo	1,539	7.3%	101
HH used cat treats in last 6 months	2,303	10.9%	106
HH used cat litter in last 6 months	4,843	22.9%	112
HH used canned dog food in last 6 months	3,008	14.2%	107
HH used packaged dry dog food in last 6 months	9,010	42.6%	117
HH used <10 pounds of pkgd dry dog food last month	3,933	18.6%	112
HH used 25+ pounds of pkgd dry dog food last month	2,832	13.4%	122
HH used dog biscuits/treats in last 6 months	7,378	34.9%	118
HH used <2 packages of dog biscuits/treats last mo	3,800	18.0%	121
HH used 4+ packages of dog biscuits/treats last mo	1,241	5.9%	106
HH used flea/tick care prod for cat/dog last 12 mo	8,029	38.0%	112
HH member took pet to vet in last 12 mo: 1 time	3,180	15.0%	118
HH member took pet to vet in last 12 mo: 2 times	2,672	12.6%	114
HH member took pet to vet in last 12 mo: 3 times	1,302	6.2%	109
HH member took pet to vet in last 12 mo: 4 times	979	4.6%	112
HH member took pet to vet in last 12 mo: 5+ times	1,427	6.7%	121
Bought pet food from vet in last 12 months	1,228	5.8%	114
Bought flea control product from vet in last 12 mo	3,370	15.9%	119

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Population 18+		319,270	332,717
Households		165,521	172,039
Median Household Income		\$68,866	\$78,534
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	89,270	53.9%	104
HH owns any bird	4,394	2.7%	91
HH owns any cat	40,541	24.5%	102
HH owns any dog	64,954	39.2%	104
HH owns 1 cat	21,776	13.2%	103
HH owns 2+ cats	18,759	11.3%	98
HH owns 1 dog	42,130	25.5%	108
HH owns 2+ dogs	22,822	13.8%	94
HH used canned cat food in last 6 months	19,433	11.7%	101
HH used <4 cans of cat food in last 7 days	7,115	4.3%	99
HH used 8+ cans of cat food in last 7 days	5,727	3.5%	96
HH used packaged dry cat food in last 6 months	38,948	23.5%	101
HH used <5 pounds of packaged dry cat food last mo	14,094	8.5%	104
HH used 11+ pounds of packaged dry cat food last mo	10,947	6.6%	92
HH used cat treats in last 6 months	17,433	10.5%	103
HH used cat litter in last 6 months	35,626	21.5%	105
HH used canned dog food in last 6 months	21,492	13.0%	98
HH used packaged dry dog food in last 6 months	62,463	37.7%	104
HH used <10 pounds of pkgd dry dog food last month	27,875	16.8%	101
HH used 25+ pounds of pkgd dry dog food last month	18,203	11.0%	100
HH used dog biscuits/treats in last 6 months	51,871	31.3%	106
HH used <2 packages of dog biscuits/treats last mo	26,339	15.9%	107
HH used 4+ packages of dog biscuits/treats last mo	8,978	5.4%	98
HH used flea/tick care prod for cat/dog last 12 mo	57,230	34.6%	102
HH member took pet to vet in last 12 mo: 1 time	22,376	13.5%	107
HH member took pet to vet in last 12 mo: 2 times	19,443	11.7%	106
HH member took pet to vet in last 12 mo: 3 times	9,694	5.9%	104
HH member took pet to vet in last 12 mo: 4 times	7,369	4.5%	107
HH member took pet to vet in last 12 mo: 5+ times	10,132	6.1%	110
Bought pet food from vet in last 12 months	8,837	5.3%	104
Bought flea control product from vet in last 12 mo	24,477	14.8%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	232,139	49.4%	96
HH owns any bird	12,507	2.7%	92
HH owns any cat	107,778	22.9%	95
HH owns any dog	166,803	35.5%	94
HH owns 1 cat	58,509	12.4%	97
HH owns 2+ cats	50,525	10.7%	93
HH owns 1 dog	108,221	23.0%	98
HH owns 2+ dogs	61,218	13.0%	89
HH used canned cat food in last 6 months	51,988	11.1%	95
HH used <4 cans of cat food in last 7 days	19,409	4.1%	95
HH used 8+ cans of cat food in last 7 days	15,460	3.3%	91
HH used packaged dry cat food in last 6 months	103,509	22.0%	95
HH used <5 pounds of packaged dry cat food last mo	37,630	8.0%	98
HH used 11+ pounds of packaged dry cat food last mo	30,861	6.6%	91
HH used cat treats in last 6 months	46,738	9.9%	97
HH used cat litter in last 6 months	95,449	20.3%	99
HH used canned dog food in last 6 months	57,255	12.2%	92
HH used packaged dry dog food in last 6 months	161,647	34.4%	95
HH used <10 pounds of pkgd dry dog food last month	74,362	15.8%	95
HH used 25+ pounds of pkgd dry dog food last month	48,102	10.2%	93
HH used dog biscuits/treats in last 6 months	132,841	28.3%	95
HH used <2 packages of dog biscuits/treats last mo	66,748	14.2%	96
HH used 4+ packages of dog biscuits/treats last mo	24,790	5.3%	95
HH used flea/tick care prod for cat/dog last 12 mo	149,739	31.9%	94
HH member took pet to vet in last 12 mo: 1 time	59,940	12.8%	101
HH member took pet to vet in last 12 mo: 2 times	52,708	11.2%	102
HH member took pet to vet in last 12 mo: 3 times	25,557	5.4%	97
HH member took pet to vet in last 12 mo: 4 times	19,018	4.0%	98
HH member took pet to vet in last 12 mo: 5+ times	25,763	5.5%	98
Bought pet food from vet in last 12 months	23,022	4.9%	96
Bought flea control product from vet in last 12 mo	62,506	13.3%	100

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March 27, 2012

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Health and Beauty Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Population 18+		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	13,775	33.3%	111
Exercise at club 2+ times per week	6,037	14.6%	119
Exercise at other facility (not club) 2+ times/wk	3,686	8.9%	110
Own stationary bicycle	2,639	6.4%	113
Own treadmill	5,095	12.3%	126
Own weight lifting equipment	6,605	16.0%	123
Presently controlling diet	18,026	43.6%	106
Diet control for blood sugar level	2,815	6.8%	93
Diet control for cholesterol level	4,229	10.2%	101
Diet control to maintain weight	5,035	12.2%	109
Diet control for physical fitness	4,687	11.3%	114
Diet control for salt restriction	1,162	2.8%	84
Diet control for weight loss	6,754	16.3%	115
Used doctor's care/diet for diet method	1,070	2.6%	86
Used exercise program for diet method	4,044	9.8%	115
Used Weight Watchers as diet method	1,466	3.5%	116
Buy foods specifically labeled as fat-free	7,737	18.7%	107
Buy foods specifically labeled as high fiber	5,366	13.0%	113
Buy foods specifically labeled as high protein	2,417	5.8%	107
Buy foods specifically labeled as lactose-free	707	1.7%	92
Buy foods specifically labeled as low-calorie	4,976	12.0%	111
Buy foods specifically labeled as low-carb	3,421	8.3%	107
Buy foods specifically labeled as low-cholesterol	3,429	8.3%	100
Buy foods specifically labeled as low-fat	6,260	15.1%	114
Buy foods specifically labeled as low-sodium	3,902	9.4%	105
Buy foods specifically labeled as natural/organic	4,008	9.7%	115
Buy foods specifically labeled as sugar-free	5,931	14.3%	108
Used butter alternatives in last 6 months	1,546	3.7%	89
Used egg alternatives in last 6 months	5,831	14.1%	99
Used salt alternatives in last 6 months	11,188	27.0%	97
Drank meal/dietary supplement in last 6 months	2,971	7.2%	98
Used nutrition/energy bar in last 6 months	6,621	16.0%	113
Drank sports drink/thirst quencher in last 6 mo	13,295	32.1%	101
Used vitamin/dietary supplement in last 6 months	21,421	51.8%	107
Vitamin/dietary suppl used/6 mo: antioxidant	1,142	2.8%	95
Vitamin/dietary suppl used/6 mo: B complex	2,198	5.3%	109
Vitamin/dietary suppl used/6 mo: B complex+C	665	1.6%	83
Vitamin/dietary suppl used/6 mo: B-6	797	1.9%	95
Vitamin/dietary suppl used/6 mo: B-12	2,180	5.3%	93
Vitamin/dietary suppl used/6 mo: C	3,710	9.0%	107
Vitamin/dietary suppl used/6 mo: calcium	4,602	11.1%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Health and Beauty Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	2,044	4.9%	100
Vitamin/dietary suppl used/6 mo: E	2,260	5.5%	110
Vitamin/dietary suppl used/6 mo: garlic	666	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	2,178	5.3%	114
Vitamin/dietary suppl used/6 mo: multiple formula	5,630	13.6%	116
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,952	4.7%	109
Vitamin/dietary suppl used/6 mo: mult w/minerals	2,809	6.8%	115
Vitamin/dietary suppl used/6 mo: zinc	889	2.1%	93
Vitamin/dietary suppl/6 mo: Caltrate 600	1,034	2.5%	94
Vitamin/dietary suppl/6 mo: Centrum	2,421	5.9%	100
Vitamin/dietary suppl/6 mo: Nature Made	2,675	6.5%	110
Visited doctor in last 12 months	33,510	81.0%	104
Visited doctor in last 12 months: 1-3 times	14,158	34.2%	101
Visited doctor in last 12 months: 4-7 times	9,806	23.7%	106
Visited doctor in last 12 months: 8+ times	9,545	23.1%	107
Visited doctor in last 12 mo: allergist	1,006	2.4%	102
Visited doctor in last 12 mo: cardiologist	2,906	7.0%	100
Visited doctor in last 12 mo: chiropractor	3,278	7.9%	106
Visited doctor in last 12 mo: dentist	17,389	42.0%	111
Visited doctor in last 12 mo: dermatologist	3,450	8.3%	117
Visited doctor in last 12 mo: ear/nose/throat	1,796	4.3%	94
Visited doctor in last 12 mo: eye	8,949	21.6%	105
Visited doctor in last 12 mo: general/family	18,733	45.3%	106
Visited doctor in last 12 mo: internist	3,277	7.9%	108
Visited doctor in last 12 mo: physical therapist	1,899	4.6%	101
Visited doctor in last 12 mo: podiatrist	1,376	3.3%	98
Visited doctor in last 12 mo: urologist	1,666	4.0%	104
Visited nurse practitioner in last 12 months	1,650	4.0%	95
Wear regular/sun/tinted prescription eyeglasses	15,132	36.6%	106
Wear bi-focals	6,468	15.6%	99
Wear disposable contact lenses	3,171	7.7%	118
Wear soft contact lenses	4,233	10.2%	116
Spent on contact lenses in last 12 mo: <\$100	1,263	3.1%	109
Spent on contact lenses in last 12 mo: \$100-199	1,718	4.2%	111
Spent on contact lenses in last 12 mo: \$200+	1,449	3.5%	116
Bought prescription eyewear: discount optical ctr	3,528	8.5%	107
Bought prescription eyewear: from eye doctor	10,820	26.1%	102
Bought prescription eyewear: retail optical chain	5,331	12.9%	116
Used prescription drug for allergy/hay fever	3,275	7.9%	113
Used prescription drug for anxiety/panic	1,654	4.0%	98
Used prescription drug for arthritis/rheumatism	919	2.2%	84
Used prescription drug for asthma	1,572	3.8%	93
Used prescription drug for backache/back pain	2,981	7.2%	98
Used prescription drug for depression	2,467	6.0%	101
Used prescr drug for diabetes (insulin dependent)	711	1.7%	87
Used prescr drug for diabetes (non-insulin)	1,302	3.1%	84
Used prescription drug for eczema/skin itch/rash	957	2.3%	111

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Latitude: 39.19613

Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	2,650	6.4%	97
Used prescription drug for high blood pressure	5,020	12.1%	97
Used prescription drug for high cholesterol	3,808	9.2%	106
Used prescription drug for migraine headache	1,597	3.9%	104
Used prescription drug for sinus congest./headache	2,104	5.1%	105
Used prescription drug for urinary tract infection	1,233	3.0%	95
Used last 6 mo: adhesive bandages	23,978	57.9%	105
Used last 6 mo: athlete's foot/foot care product	5,193	12.6%	90
Used last 6 mo: cold/sinus/allergy med (nonprescr)	20,500	49.5%	104
Used last 6 mo: children's cold tablets/liquids	6,790	16.4%	109
Used last 6 mo: contact lens cleaning solution	6,062	14.7%	120
Used last 6 mo: cotton swabs	20,994	50.7%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	19,336	46.7%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	13,893	33.6%	98
Used last 6 mo: children's cough syrup	6,169	14.9%	105
Used last 6 mo: diarrhea remedy	6,203	15.0%	91
Used last 6 mo: eye wash and drops	12,759	30.8%	101
Used last 6 mo: headache/pain reliever (nonprescr)	35,837	86.6%	103
Used last 6 mo: hemorrhoid remedy	3,728	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	18,940	45.8%	102
Used last 6 mo: lactose intolerance product	1,330	3.2%	91
Used last 6 mo: laxative/fiber supplement	5,457	13.2%	95
Used last 6 mo: medicated skin ointment	13,752	33.2%	106
Used last 6 mo: medicated throat remedy	4,303	10.4%	91
Used last 6 mo: nasal spray	6,973	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	10,173	24.6%	111
Used last 6 mo: pain relieving rub/liquid/patch	9,825	23.7%	94
Used last 6 mo: sleeping tablets (nonprescription)	2,318	5.6%	104
Used last 12 mo: sunburn remedy	6,959	16.8%	109
Used last 12 mo: suntan/sunscreen product	18,668	45.1%	118
Used last 12 mo: SPF 15+ suntan/sunscreen product	15,049	36.4%	121
Used last 6 mo: toothache/gum/canker sore remedy	6,527	15.8%	94
Used last 6 mo: vitamins for children	7,041	17.0%	116
Used body powder in last 6 months	10,669	25.8%	93
Used body powder <3 times in last 7 days	4,582	11.1%	94
Used body powder 8+ times in last 7 days	672	1.6%	74
Used body wash/shower gel in last 6 months	21,361	51.6%	100
Used breath freshener in last 6 months	19,005	45.9%	99
Used complexion care product in last 6 months	20,332	49.1%	104
Used complexion care product <7 times last week	5,567	13.5%	98
Used complexion care product 11+ times last week	7,415	17.9%	108
Used complexion care prod: dry facial skin type	2,781	6.7%	92
Used complexion care prod: normal facial skin type	6,853	16.6%	109
Used complexion care prod: oily facial skin type	2,547	6.2%	102
Used dental floss in last 6 months	27,902	67.4%	108

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	7,907	19.1%	95
Used denture adhesive/fixative in last 6 months	1,846	4.5%	71
Used denture cleaner in last 6 months	3,428	8.3%	75
Used deodorant/antiperspirant in last 6 months	38,922	94.1%	101
Used deodorant/antiperspirant <8 times last week	28,694	69.3%	101
Used deodorant/antiperspirant 15+ times last week	2,323	5.6%	93
Used disposable razor in last 6 months	21,477	51.9%	99
Used electric shaver in last 6 months	7,681	18.6%	99
Used hair coloring product (at home) last 6 months	7,983	19.3%	97
Used hair conditioner (at home) in last 6 months	26,006	62.8%	101
Used hair conditioning treatment (at home)/6 mo	9,083	22.0%	93
Used hair growth product in last 6 months	831	2.0%	88
Used hair mousse in last 6 months	7,636	18.5%	106
Used hair spray (at home) in last 6 months	15,928	38.5%	106
Used hair styling gel/lotion in last 6 months	11,811	28.5%	106
Used hand & body cream/lotion/oil in last 6 months	30,380	73.4%	101
Used hand & body cream/lotion/oil <5 times last wk	9,042	21.9%	102
Used hand & body cream/lotion/oil 9+ times last wk	10,109	24.4%	98
Used hand & body cream in last 6 months	7,316	17.7%	101
Used hand & body lotion in last 6 months	20,743	50.1%	102
Used hand & body oil in last 6 months	1,952	4.7%	91
Used lip care in last 6 months	25,546	61.7%	103
Used liquid soap/hand sanitizer in last 6 months	33,210	80.3%	104
Used mouthwash in last 6 months	26,950	65.1%	99
Used mouthwash <4 times in last 7 days	8,976	21.7%	101
Used mouthwash 8+ times in last 7 days	6,022	14.6%	92
Used shampoo (at home) in last 6 months	38,603	93.3%	101
Used shampoo plus conditioner prod (at home)/6 mo	6,963	16.8%	87
Used shaving cream/gel in last 6 months	22,219	53.7%	103
Used personal care soap (bar) in last 6 months	34,077	82.4%	98
Used personal care soap for antibacterial purpose	7,922	19.1%	100
Used personal care soap for complexion	2,866	6.9%	101
Used personal care soap for deodorant	7,304	17.7%	109
Use personal care soap for moisturizing	9,054	21.9%	101
Bought toothbrush in last 6 months	35,489	85.8%	101
Bought electric toothbrush in last 6 months	3,269	7.9%	118
Used toothpaste in last 6 months	39,848	96.3%	101
Used toothpaste <8 times in last 7 days	12,637	30.5%	95
Used toothpaste 15+ times in last 7 days	6,707	16.2%	100
Used toothpaste with baking soda in last 6 months	4,284	10.4%	90
Used toothpaste (gel) in last 6 months	12,707	30.7%	110
Used toothpaste (paste) in last 6 months	20,393	49.3%	102
Used whitening toothpaste in last 6 months	15,763	38.1%	109
Used tooth whitener (not toothpaste) last 6 months	4,516	10.9%	103
Had professional manicure/pedicure last 6 months	7,830	18.9%	110
Had professional facial/massage last 6 months	4,638	11.2%	119
Spent \$100+ at barber shops in last 6 months	2,485	6.0%	112
Spent \$100+ at beauty parlors in last 6 months	8,151	19.7%	124

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Health and Beauty Market Potential

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Drive Time: 20 minutes

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Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015	
Population		425,303	441,705	
Population 18+		319,270	332,717	
Households		165,521	172,039	
Median Household Income		\$68,866	\$78,534	
Product/Consumer Behavior	Expected Number of			
	Adults	Percent	MPI	
Exercise at home 2+ times per week		106,070	33.2%	111
Exercise at club 2+ times per week		49,202	15.4%	125
Exercise at other facility (not club) 2+ times/wk		29,457	9.2%	114
Own stationary bicycle		20,986	6.6%	116
Own treadmill		38,592	12.1%	123
Own weight lifting equipment		50,835	15.9%	123
Presently controlling diet		142,362	44.6%	108
Diet control for blood sugar level		21,928	6.9%	94
Diet control for cholesterol level		34,018	10.7%	105
Diet control to maintain weight		40,776	12.8%	114
Diet control for physical fitness		37,715	11.8%	118
Diet control for salt restriction		9,564	3.0%	90
Diet control for weight loss		52,124	16.3%	115
Used doctor's care/diet for diet method		8,188	2.6%	85
Used exercise program for diet method		32,177	10.1%	119
Used Weight Watchers as diet method		11,348	3.6%	117
Buy foods specifically labeled as fat-free		62,294	19.5%	111
Buy foods specifically labeled as high fiber		43,840	13.7%	120
Buy foods specifically labeled as high protein		19,842	6.2%	113
Buy foods specifically labeled as lactose-free		5,785	1.8%	98
Buy foods specifically labeled as low-calorie		39,795	12.5%	115
Buy foods specifically labeled as low-carb		27,755	8.7%	113
Buy foods specifically labeled as low-cholesterol		27,918	8.7%	106
Buy foods specifically labeled as low-fat		49,628	15.5%	117
Buy foods specifically labeled as low-sodium		31,983	10.0%	111
Buy foods specifically labeled as natural/organic		32,880	10.3%	122
Buy foods specifically labeled as sugar-free		45,674	14.3%	107
Used butter alternatives in last 6 months		12,239	3.8%	92
Used egg alternatives in last 6 months		45,012	14.1%	99
Used salt alternatives in last 6 months		86,331	27.0%	97
Drank meal/dietary supplement in last 6 months		24,030	7.5%	103
Used nutrition/energy bar in last 6 months		52,064	16.3%	115
Drank sports drink/thirst quencher in last 6 mo		100,513	31.5%	99
Used vitamin/dietary supplement in last 6 months		166,898	52.3%	108
Vitamin/dietary suppl used/6 mo: antioxidant		9,612	3.0%	103
Vitamin/dietary suppl used/6 mo: B complex		17,057	5.3%	110
Vitamin/dietary suppl used/6 mo: B complex+C		5,233	1.6%	84
Vitamin/dietary suppl used/6 mo: B-6		6,425	2.0%	99
Vitamin/dietary suppl used/6 mo: B-12		16,881	5.3%	94
Vitamin/dietary suppl used/6 mo: C		30,299	9.5%	113
Vitamin/dietary suppl used/6 mo: calcium		37,659	11.8%	110

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	16,362	5.1%	104
Vitamin/dietary suppl used/6 mo: E	17,005	5.3%	107
Vitamin/dietary suppl used/6 mo: garlic	5,145	1.6%	94
Vitamin/dietary suppl used/6 mo: glucosamine	16,763	5.3%	114
Vitamin/dietary suppl used/6 mo: multiple formula	44,528	13.9%	119
Vitamin/dietary suppl used/6 mo: multiple w/iron	14,854	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	21,320	6.7%	113
Vitamin/dietary suppl used/6 mo: zinc	7,276	2.3%	99
Vitamin/dietary suppl/6 mo: Caltrate 600	9,061	2.8%	107
Vitamin/dietary suppl/6 mo: Centrum	18,872	5.9%	101
Vitamin/dietary suppl/6 mo: Nature Made	20,899	6.5%	111
Visited doctor in last 12 months	259,526	81.3%	105
Visited doctor in last 12 months: 1-3 times	107,312	33.6%	99
Visited doctor in last 12 months: 4-7 times	77,015	24.1%	108
Visited doctor in last 12 months: 8+ times	75,201	23.6%	109
Visited doctor in last 12 mo: allergist	7,994	2.5%	105
Visited doctor in last 12 mo: cardiologist	22,580	7.1%	100
Visited doctor in last 12 mo: chiropractor	25,258	7.9%	106
Visited doctor in last 12 mo: dentist	137,618	43.1%	114
Visited doctor in last 12 mo: dermatologist	27,307	8.6%	120
Visited doctor in last 12 mo: ear/nose/throat	14,957	4.7%	102
Visited doctor in last 12 mo: eye	71,463	22.4%	108
Visited doctor in last 12 mo: general/family	144,681	45.3%	106
Visited doctor in last 12 mo: internist	28,049	8.8%	120
Visited doctor in last 12 mo: physical therapist	15,170	4.8%	105
Visited doctor in last 12 mo: podiatrist	11,294	3.5%	105
Visited doctor in last 12 mo: urologist	12,936	4.1%	105
Visited nurse practitioner in last 12 months	13,007	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	118,167	37.0%	108
Wear bi-focals	52,645	16.5%	105
Wear disposable contact lenses	24,195	7.6%	117
Wear soft contact lenses	31,529	9.9%	112
Spent on contact lenses in last 12 mo: <\$100	9,383	2.9%	105
Spent on contact lenses in last 12 mo: \$100-199	13,258	4.2%	111
Spent on contact lenses in last 12 mo: \$200+	11,343	3.6%	117
Bought prescription eyewear: discount optical ctr	25,977	8.1%	102
Bought prescription eyewear: from eye doctor	86,517	27.1%	106
Bought prescription eyewear: retail optical chain	41,718	13.1%	118
Used prescription drug for allergy/hay fever	24,726	7.7%	110
Used prescription drug for anxiety/panic	13,342	4.2%	102
Used prescription drug for arthritis/rheumatism	7,464	2.3%	89
Used prescription drug for asthma	12,780	4.0%	98
Used prescription drug for backache/back pain	22,307	7.0%	95
Used prescription drug for depression	18,375	5.8%	98
Used prescr drug for diabetes (insulin dependent)	5,083	1.6%	81
Used prescr drug for diabetes (non-insulin)	10,390	3.3%	87
Used prescription drug for eczema/skin itch/rash	6,991	2.2%	105

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	20,390	6.4%	96
Used prescription drug for high blood pressure	40,112	12.6%	101
Used prescription drug for high cholesterol	29,832	9.3%	107
Used prescription drug for migraine headache	12,071	3.8%	102
Used prescription drug for sinus congest./headache	15,920	5.0%	103
Used prescription drug for urinary tract infection	9,677	3.0%	97
Used last 6 mo: adhesive bandages	184,008	57.6%	104
Used last 6 mo: athlete's foot/foot care product	40,780	12.8%	92
Used last 6 mo: cold/sinus/allergy med (nonprescr)	156,807	49.1%	103
Used last 6 mo: children's cold tablets/liquids	47,263	14.8%	98
Used last 6 mo: contact lens cleaning solution	45,462	14.2%	117
Used last 6 mo: cotton swabs	159,390	49.9%	104
Used last 6 mo: cough/sore throat drops (nonprescr)	149,528	46.8%	99
Used last 6 mo: cough syrup/suppressant (nonprescr)	105,641	33.1%	97
Used last 6 mo: children's cough syrup	43,700	13.7%	96
Used last 6 mo: diarrhea remedy	47,832	15.0%	91
Used last 6 mo: eye wash and drops	97,641	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	272,423	85.3%	102
Used last 6 mo: hemorrhoid remedy	29,198	9.1%	102
Used last 6 mo: indigestion/upset stomach remedy	143,988	45.1%	100
Used last 6 mo: lactose intolerance product	10,948	3.4%	97
Used last 6 mo: laxative/fiber supplement	43,734	13.7%	99
Used last 6 mo: medicated skin ointment	105,021	32.9%	105
Used last 6 mo: medicated throat remedy	33,243	10.4%	91
Used last 6 mo: nasal spray	53,207	16.7%	105
Used last 6 mo: pain reliever/fever reducer (kids)	72,047	22.6%	102
Used last 6 mo: pain relieving rub/liquid/patch	76,731	24.0%	95
Used last 6 mo: sleeping tablets (nonprescription)	17,534	5.5%	102
Used last 12 mo: sunburn remedy	50,829	15.9%	103
Used last 12 mo: suntan/sunscreen product	141,744	44.4%	116
Used last 12 mo: SPF 15+ suntan/sunscreen product	114,387	35.8%	119
Used last 6 mo: toothache/gum/canker sore remedy	50,575	15.8%	94
Used last 6 mo: vitamins for children	50,185	15.7%	107
Used body powder in last 6 months	82,105	25.7%	92
Used body powder <3 times in last 7 days	35,264	11.0%	94
Used body powder 8+ times in last 7 days	5,140	1.6%	74
Used body wash/shower gel in last 6 months	162,568	50.9%	98
Used breath freshener in last 6 months	147,474	46.2%	99
Used complexion care product in last 6 months	155,850	48.8%	103
Used complexion care product <7 times last week	41,326	12.9%	95
Used complexion care product 11+ times last week	58,547	18.3%	110
Used complexion care prod: dry facial skin type	23,171	7.3%	99
Used complexion care prod: normal facial skin type	52,455	16.4%	108
Used complexion care prod: oily facial skin type	18,345	5.7%	95
Used dental floss in last 6 months	216,457	67.8%	109

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	61,432	19.2%	95
Used denture adhesive/fixative in last 6 months	15,382	4.8%	77
Used denture cleaner in last 6 months	29,052	9.1%	82
Used deodorant/antiperspirant in last 6 months	298,791	93.6%	100
Used deodorant/antiperspirant <8 times last week	223,136	69.9%	102
Used deodorant/antiperspirant 15+ times last week	16,636	5.2%	86
Used disposable razor in last 6 months	165,289	51.8%	99
Used electric shaver in last 6 months	60,351	18.9%	100
Used hair coloring product (at home) last 6 months	61,282	19.2%	96
Used hair conditioner (at home) in last 6 months	198,003	62.0%	100
Used hair conditioning treatment (at home)/6 mo	70,457	22.1%	94
Used hair growth product in last 6 months	7,222	2.3%	99
Used hair mousse in last 6 months	56,053	17.6%	101
Used hair spray (at home) in last 6 months	119,236	37.3%	103
Used hair styling gel/lotion in last 6 months	89,331	28.0%	104
Used hand & body cream/lotion/oil in last 6 months	232,705	72.9%	100
Used hand & body cream/lotion/oil <5 times last wk	66,607	20.9%	97
Used hand & body cream/lotion/oil 9+ times last wk	80,431	25.2%	101
Used hand & body cream in last 6 months	56,910	17.8%	102
Used hand & body lotion in last 6 months	159,162	49.9%	102
Used hand & body oil in last 6 months	15,618	4.9%	94
Used lip care in last 6 months	194,758	61.0%	102
Used liquid soap/hand sanitizer in last 6 months	254,721	79.8%	104
Used mouthwash in last 6 months	206,969	64.8%	98
Used mouthwash <4 times in last 7 days	68,555	21.5%	100
Used mouthwash 8+ times in last 7 days	46,327	14.5%	92
Used shampoo (at home) in last 6 months	296,400	92.8%	101
Used shampoo plus conditioner prod (at home)/6 mo	54,083	16.9%	88
Used shaving cream/gel in last 6 months	170,301	53.3%	102
Used personal care soap (bar) in last 6 months	264,432	82.8%	99
Used personal care soap for antibacterial purpose	59,600	18.7%	97
Used personal care soap for complexion	22,199	7.0%	101
Used personal care soap for deodorant	54,184	17.0%	105
Use personal care soap for moisturizing	68,747	21.5%	99
Bought toothbrush in last 6 months	273,209	85.6%	100
Bought electric toothbrush in last 6 months	24,854	7.8%	117
Used toothpaste in last 6 months	307,479	96.3%	101
Used toothpaste <8 times in last 7 days	97,523	30.5%	95
Used toothpaste 15+ times in last 7 days	50,955	16.0%	98
Used toothpaste with baking soda in last 6 months	33,120	10.4%	91
Used toothpaste (gel) in last 6 months	96,077	30.1%	108
Used toothpaste (paste) in last 6 months	158,444	49.6%	103
Used whitening toothpaste in last 6 months	118,072	37.0%	106
Used tooth whitener (not toothpaste) last 6 months	35,268	11.0%	104
Had professional manicure/pedicure last 6 months	60,936	19.1%	111
Had professional facial/massage last 6 months	36,130	11.3%	120
Spent \$100+ at barber shops in last 6 months	19,925	6.2%	116
Spent \$100+ at beauty parlors in last 6 months	63,841	20.0%	126

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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Health and Beauty Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	277,013	31.2%	104
Exercise at club 2+ times per week	121,814	13.7%	112
Exercise at other facility (not club) 2+ times/wk	77,231	8.7%	108
Own stationary bicycle	51,177	5.8%	102
Own treadmill	90,697	10.2%	104
Own weight lifting equipment	126,974	14.3%	110
Presently controlling diet	376,674	42.5%	103
Diet control for blood sugar level	61,334	6.9%	94
Diet control for cholesterol level	88,214	9.9%	98
Diet control to maintain weight	101,573	11.5%	102
Diet control for physical fitness	93,721	10.6%	106
Diet control for salt restriction	27,307	3.1%	92
Diet control for weight loss	135,214	15.2%	107
Used doctor's care/diet for diet method	25,661	2.9%	96
Used exercise program for diet method	82,292	9.3%	109
Used Weight Watchers as diet method	28,086	3.2%	104
Buy foods specifically labeled as fat-free	161,318	18.2%	104
Buy foods specifically labeled as high fiber	107,856	12.2%	106
Buy foods specifically labeled as high protein	52,554	5.9%	108
Buy foods specifically labeled as lactose-free	15,621	1.8%	95
Buy foods specifically labeled as low-calorie	101,117	11.4%	105
Buy foods specifically labeled as low-carb	70,525	8.0%	103
Buy foods specifically labeled as low-cholesterol	74,635	8.4%	102
Buy foods specifically labeled as low-fat	123,415	13.9%	105
Buy foods specifically labeled as low-sodium	82,915	9.3%	104
Buy foods specifically labeled as natural/organic	82,041	9.2%	110
Buy foods specifically labeled as sugar-free	120,699	13.6%	102
Used butter alternatives in last 6 months	35,580	4.0%	96
Used egg alternatives in last 6 months	124,015	14.0%	98
Used salt alternatives in last 6 months	248,134	28.0%	100
Drank meal/dietary supplement in last 6 months	69,366	7.8%	107
Used nutrition/energy bar in last 6 months	133,919	15.1%	107
Drank sports drink/thirst quencher in last 6 mo	289,089	32.6%	102
Used vitamin/dietary supplement in last 6 months	436,524	49.2%	101
Vitamin/dietary suppl used/6 mo: antioxidant	25,508	2.9%	99
Vitamin/dietary suppl used/6 mo: B complex	45,165	5.1%	105
Vitamin/dietary suppl used/6 mo: B complex+C	14,670	1.7%	85
Vitamin/dietary suppl used/6 mo: B-6	17,500	2.0%	97
Vitamin/dietary suppl used/6 mo: B-12	47,526	5.4%	95
Vitamin/dietary suppl used/6 mo: C	79,936	9.0%	107
Vitamin/dietary suppl used/6 mo: calcium	95,647	10.8%	100

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	43,223	4.9%	99
Vitamin/dietary suppl used/6 mo: E	44,346	5.0%	101
Vitamin/dietary suppl used/6 mo: garlic	14,508	1.6%	96
Vitamin/dietary suppl used/6 mo: glucosamine	42,685	4.8%	104
Vitamin/dietary suppl used/6 mo: multiple formula	108,774	12.3%	105
Vitamin/dietary suppl used/6 mo: multiple w/iron	40,490	4.6%	106
Vitamin/dietary suppl used/6 mo: mult w/minerals	53,673	6.1%	102
Vitamin/dietary suppl used/6 mo: zinc	20,080	2.3%	98
Vitamin/dietary suppl/6 mo: Caltrate 600	22,958	2.6%	98
Vitamin/dietary suppl/6 mo: Centrum	50,163	5.7%	97
Vitamin/dietary suppl/6 mo: Nature Made	53,912	6.1%	103
Visited doctor in last 12 months	698,841	78.8%	101
Visited doctor in last 12 months: 1-3 times	302,904	34.1%	101
Visited doctor in last 12 months: 4-7 times	199,657	22.5%	101
Visited doctor in last 12 months: 8+ times	196,749	22.2%	103
Visited doctor in last 12 mo: allergist	22,363	2.5%	105
Visited doctor in last 12 mo: cardiologist	59,260	6.7%	95
Visited doctor in last 12 mo: chiropractor	66,205	7.5%	100
Visited doctor in last 12 mo: dentist	349,576	39.4%	104
Visited doctor in last 12 mo: dermatologist	65,174	7.3%	103
Visited doctor in last 12 mo: ear/nose/throat	40,652	4.6%	100
Visited doctor in last 12 mo: eye	187,486	21.1%	102
Visited doctor in last 12 mo: general/family	384,143	43.3%	102
Visited doctor in last 12 mo: internist	67,894	7.7%	104
Visited doctor in last 12 mo: physical therapist	41,577	4.7%	103
Visited doctor in last 12 mo: podiatrist	30,332	3.4%	101
Visited doctor in last 12 mo: urologist	33,459	3.8%	98
Visited nurse practitioner in last 12 months	36,001	4.1%	97
Wear regular/sun/tinted prescription eyeglasses	311,974	35.2%	102
Wear bi-focals	138,917	15.7%	99
Wear disposable contact lenses	63,272	7.1%	110
Wear soft contact lenses	82,666	9.3%	106
Spent on contact lenses in last 12 mo: <\$100	25,791	2.9%	104
Spent on contact lenses in last 12 mo: \$100-199	36,229	4.1%	110
Spent on contact lenses in last 12 mo: \$200+	28,914	3.3%	108
Bought prescription eyewear: discount optical ctr	70,836	8.0%	100
Bought prescription eyewear: from eye doctor	226,469	25.5%	99
Bought prescription eyewear: retail optical chain	108,844	12.3%	111
Used prescription drug for allergy/hay fever	64,744	7.3%	104
Used prescription drug for anxiety/panic	38,876	4.4%	107
Used prescription drug for arthritis/rheumatism	22,918	2.6%	98
Used prescription drug for asthma	37,812	4.3%	104
Used prescription drug for backache/back pain	65,321	7.4%	100
Used prescription drug for depression	53,409	6.0%	102
Used prescr drug for diabetes (insulin dependent)	15,692	1.8%	89
Used prescr drug for diabetes (non-insulin)	31,107	3.5%	94
Used prescription drug for eczema/skin itch/rash	19,497	2.2%	105

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March 27, 2012

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Health and Beauty Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613

Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	56,165	6.3%	96
Used prescription drug for high blood pressure	108,249	12.2%	98
Used prescription drug for high cholesterol	77,881	8.8%	101
Used prescription drug for migraine headache	34,732	3.9%	106
Used prescription drug for sinus congest./headache	45,617	5.1%	106
Used prescription drug for urinary tract infection	27,345	3.1%	99
Used last 6 mo: adhesive bandages	499,532	56.3%	102
Used last 6 mo: athlete's foot/foot care product	117,640	13.3%	95
Used last 6 mo: cold/sinus/allergy med (nonprescr)	433,202	48.8%	103
Used last 6 mo: children's cold tablets/liquids	133,890	15.1%	100
Used last 6 mo: contact lens cleaning solution	117,968	13.3%	109
Used last 6 mo: cotton swabs	426,875	48.1%	100
Used last 6 mo: cough/sore throat drops (nonprescr)	422,949	47.7%	101
Used last 6 mo: cough syrup/suppressant (nonprescr)	306,395	34.5%	101
Used last 6 mo: children's cough syrup	125,121	14.1%	99
Used last 6 mo: diarrhea remedy	138,580	15.6%	95
Used last 6 mo: eye wash and drops	265,947	30.0%	98
Used last 6 mo: headache/pain reliever (nonprescr)	746,655	84.2%	100
Used last 6 mo: hemorrhoid remedy	80,132	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	395,998	44.6%	99
Used last 6 mo: lactose intolerance product	31,148	3.5%	99
Used last 6 mo: laxative/fiber supplement	123,860	14.0%	101
Used last 6 mo: medicated skin ointment	279,710	31.5%	100
Used last 6 mo: medicated throat remedy	101,390	11.4%	100
Used last 6 mo: nasal spray	142,596	16.1%	101
Used last 6 mo: pain reliever/fever reducer (kids)	199,515	22.5%	102
Used last 6 mo: pain relieving rub/liquid/patch	220,163	24.8%	98
Used last 6 mo: sleeping tablets (nonprescription)	49,624	5.6%	103
Used last 12 mo: sunburn remedy	137,407	15.5%	100
Used last 12 mo: suntan/sunscreen product	351,561	39.6%	103
Used last 12 mo: SPF 15+ suntan/sunscreen product	278,493	31.4%	104
Used last 6 mo: toothache/gum/canker sore remedy	149,064	16.8%	100
Used last 6 mo: vitamins for children	135,739	15.3%	104
Used body powder in last 6 months	240,988	27.2%	98
Used body powder <3 times in last 7 days	104,935	11.8%	100
Used body powder 8+ times in last 7 days	17,765	2.0%	92
Used body wash/shower gel in last 6 months	462,868	52.2%	101
Used breath freshener in last 6 months	417,148	47.0%	101
Used complexion care product in last 6 months	421,703	47.5%	101
Used complexion care product <7 times last week	121,277	13.7%	100
Used complexion care product 11+ times last week	154,199	17.4%	104
Used complexion care prod: dry facial skin type	61,372	6.9%	95
Used complexion care prod: normal facial skin type	136,331	15.4%	101
Used complexion care prod: oily facial skin type	53,918	6.1%	100
Used dental floss in last 6 months	567,309	63.9%	102

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613

Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	178,530	20.1%	100
Used denture adhesive/fixative in last 6 months	49,140	5.5%	88
Used denture cleaner in last 6 months	90,503	10.2%	92
Used deodorant/antiperspirant in last 6 months	828,099	93.3%	100
Used deodorant/antiperspirant <8 times last week	609,773	68.7%	100
Used deodorant/antiperspirant 15+ times last week	52,413	5.9%	98
Used disposable razor in last 6 months	461,558	52.0%	99
Used electric shaver in last 6 months	165,308	18.6%	99
Used hair coloring product (at home) last 6 months	172,980	19.5%	98
Used hair conditioner (at home) in last 6 months	553,027	62.3%	100
Used hair conditioning treatment (at home)/6 mo	208,990	23.6%	100
Used hair growth product in last 6 months	20,521	2.3%	101
Used hair mousse in last 6 months	151,845	17.1%	99
Used hair spray (at home) in last 6 months	319,662	36.0%	100
Used hair styling gel/lotion in last 6 months	241,362	27.2%	101
Used hand & body cream/lotion/oil in last 6 months	648,448	73.1%	101
Used hand & body cream/lotion/oil <5 times last wk	190,079	21.4%	100
Used hand & body cream/lotion/oil 9+ times last wk	224,771	25.3%	102
Used hand & body cream in last 6 months	150,838	17.0%	97
Used hand & body lotion in last 6 months	446,731	50.4%	103
Used hand & body oil in last 6 months	48,172	5.4%	105
Used lip care in last 6 months	541,219	61.0%	102
Used liquid soap/hand sanitizer in last 6 months	692,549	78.1%	102
Used mouthwash in last 6 months	582,749	65.7%	100
Used mouthwash <4 times in last 7 days	191,004	21.5%	100
Used mouthwash 8+ times in last 7 days	135,120	15.2%	96
Used shampoo (at home) in last 6 months	813,497	91.7%	99
Used shampoo plus conditioner prod (at home)/6 mo	161,499	18.2%	94
Used shaving cream/gel in last 6 months	467,072	52.7%	101
Used personal care soap (bar) in last 6 months	732,700	82.6%	99
Used personal care soap for antibacterial purpose	168,017	18.9%	99
Used personal care soap for complexion	59,640	6.7%	98
Used personal care soap for deodorant	145,015	16.3%	101
Use personal care soap for moisturizing	192,589	21.7%	100
Bought toothbrush in last 6 months	760,337	85.7%	101
Bought electric toothbrush in last 6 months	61,523	6.9%	104
Used toothpaste in last 6 months	847,803	95.6%	100
Used toothpaste <8 times in last 7 days	283,633	32.0%	99
Used toothpaste 15+ times in last 7 days	140,356	15.8%	97
Used toothpaste with baking soda in last 6 months	99,866	11.3%	98
Used toothpaste (gel) in last 6 months	260,838	29.4%	106
Used toothpaste (paste) in last 6 months	427,086	48.1%	100
Used whitening toothpaste in last 6 months	321,083	36.2%	104
Used tooth whitener (not toothpaste) last 6 months	97,744	11.0%	104
Had professional manicure/pedicure last 6 months	156,413	17.6%	103
Had professional facial/massage last 6 months	89,713	10.1%	108
Spent \$100+ at barber shops in last 6 months	49,906	5.6%	105
Spent \$100+ at beauty parlors in last 6 months	150,438	17.0%	107

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015	
Population		56,619	59,292	
Population 18+		41,380	43,366	
Households		21,155	22,223	
Median Household Income		\$69,986	\$78,874	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		32,325	78.1%	108
Family restaurant/steak house last month: <2 times		10,804	26.1%	102
Family restaurant/steak house last month: 2-4 times		12,251	29.6%	110
Family restaurant/steak house last month: 5+ times		9,270	22.4%	115
Family restaurant/steak house last 6 months: breakfast		6,048	14.6%	111
Family restaurant/steak house last 6 months: lunch		11,391	27.5%	111
Family restaurant/steak house last 6 months: snack		984	2.4%	85
Family restaurant/steak house last 6 months: dinner		25,131	60.7%	115
Family restaurant/steak house last 6 months: weekday		18,397	44.5%	116
Family restaurant/steak house last 6 months: weekend		20,604	49.8%	112
Family restaurant/steak house last 6 months: Applebee's		11,905	28.8%	114
Family restaurant/steak house last 6 months: Bennigan's		1,041	2.5%	114
Family restaurant/steak house last 6 months: Bob Evans Farm		2,103	5.1%	111
Family restaurant/steak house last 6 months: Cheesecake Factory		3,288	7.9%	121
Family restaurant/steak house last 6 months: Chili's Grill & Bar		6,299	15.2%	131
Family restaurant/steak house last 6 months: Cracker Barrel		5,228	12.6%	114
Family restaurant/steak house last 6 months: Denny's		3,672	8.9%	98
Family restaurant/steak house last 6 months: Friendly's		1,673	4.0%	102
Family restaurant/steak house last 6 months: Golden Corral		2,996	7.2%	100
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		5,362	13.0%	112
Family restaurant/steak house last 6 months: Lone Star Steakhouse		1,341	3.2%	119
Family restaurant/steak house last 6 months: Old Country Buffet		1,054	2.5%	90
Family restaurant/steak house last 6 months: Olive Garden		8,888	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse		5,693	13.8%	120
Family restaurant/steak house last 6 months: Perkins		1,464	3.5%	97
Family restaurant/steak house last 6 months: Red Lobster		6,018	14.5%	108
Family restaurant/steak house last 6 months: Red Robin		3,310	8.0%	142
Family restaurant/steak house last 6 months: Ruby Tuesday		3,988	9.6%	115
Family restaurant/steak house last 6 months: Ryan's		1,229	3.0%	79
Family restaurant/steak house last 6 months: Sizzler		847	2.0%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's		5,252	12.7%	123
Went to fast food/drive-in restaurant in last 6 months		37,671	91.0%	103
Went to fast food/drive-in restaurant <6 times/month		14,030	33.9%	97
Went to fast food/drive-in restaurant 6-13 times/month		12,486	30.2%	104
Went to fast food/drive-in restaurant 14+ times/month		11,154	27.0%	108
Fast food/drive-in last 6 months: breakfast		12,085	29.2%	106
Fast food/drive-in last 6 months: lunch		26,295	63.5%	108
Fast food/drive-in last 6 months: snack		7,304	17.7%	101
Fast food/drive-in last 6 months: dinner		21,836	52.8%	109

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	29,788	72.0%	108
Fast food/drive-in last 6 months: weekend	20,887	50.5%	105
Fast food/drive-in last 6 months: A & W	2,068	5.0%	110
Fast food/drive-in last 6 months: Arby's	9,992	24.1%	117
Fast food/drive-in last 6 months: Boston Market	2,348	5.7%	119
Fast food/drive-in last 6 months: Burger King	15,584	37.7%	104
Fast food/drive-in last 6 months: Captain D's	1,949	4.7%	92
Fast food/drive-in last 6 months: Carl's Jr.	2,244	5.4%	87
Fast food/drive-in last 6 months: Checkers	1,196	2.9%	91
Fast food/drive-in last 6 months: Chick-fil-A	7,037	17.0%	132
Fast food/drive-in last 6 months: Chipotle Mex. Grill	3,345	8.1%	133
Fast food/drive-in last 6 months: Chuck E. Cheese	1,939	4.7%	105
Fast food/drive-in last 6 months: Church's Fr. Chicken	1,461	3.5%	82
Fast food/drive-in last 6 months: Dairy Queen	7,474	18.1%	113
Fast food/drive-in last 6 months: Del Taco	1,344	3.2%	97
Fast food/drive-in last 6 months: Domino's Pizza	5,385	13.0%	97
Fast food/drive-in last 6 months: Dunkin' Donuts	4,991	12.1%	104
Fast food/drive-in last 6 months: Fuddruckers	1,523	3.7%	132
Fast food/drive-in last 6 months: Hardee's	2,368	5.7%	84
Fast food/drive-in last 6 months: Jack in the Box	4,229	10.2%	98
Fast food/drive-in last 6 months: KFC	11,231	27.1%	98
Fast food/drive-in last 6 months: Little Caesars	3,151	7.6%	104
Fast food/drive-in last 6 months: Long John Silver's	2,543	6.1%	97
Fast food/drive-in last 6 months: McDonald's	24,324	58.8%	105
Fast food/drive-in last 6 months: Panera Bread	5,440	13.1%	135
Fast food/drive-in last 6 months: Papa John's	4,121	10.0%	114
Fast food/drive-in last 6 months: Pizza Hut	9,431	22.8%	103
Fast food/drive-in last 6 months: Popeyes	2,818	6.8%	93
Fast food/drive-in last 6 months: Quiznos	4,380	10.6%	118
Fast food/drive-in last 6 months: Sonic Drive-In	5,392	13.0%	111
Fast food/drive-in last 6 months: Starbucks	7,545	18.2%	123
Fast food/drive-in last 6 months: Steak n Shake	2,459	5.9%	118
Fast food/drive-in last 6 months: Subway	14,435	34.9%	110
Fast food/drive-in last 6 months: Taco Bell	14,658	35.4%	110
Fast food/drive-in last 6 months: Wendy's	14,277	34.5%	111
Fast food/drive-in last 6 months: Whataburger	2,282	5.5%	114
Fast food/drive-in last 6 months: White Castle	1,464	3.5%	88
Fast food/drive-in last 6 months: eat in	16,339	39.5%	105
Fast food/drive-in last 6 months: home delivery	4,564	11.0%	106
Fast food/drive-in last 6 months: take-out/drive-thru	23,798	57.5%	110
Fast food/drive-in last 6 months: take-out/walk-in	10,490	25.4%	103

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Population 18+		319,270	332,717
Households		165,521	172,039
Median Household Income		\$68,866	\$78,534
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	249,414	78.1%	108
Family restaurant/steak house last month: <2 times	85,031	26.6%	104
Family restaurant/steak house last month: 2-4 times	94,373	29.6%	109
Family restaurant/steak house last month: 5+ times	70,016	21.9%	113
Family restaurant/steak house last 6 months: breakfast	46,263	14.5%	110
Family restaurant/steak house last 6 months: lunch	88,021	27.6%	111
Family restaurant/steak house last 6 months: snack	8,698	2.7%	97
Family restaurant/steak house last 6 months: dinner	191,927	60.1%	114
Family restaurant/steak house last 6 months: weekday	141,783	44.4%	115
Family restaurant/steak house last 6 months: weekend	158,329	49.6%	111
Family restaurant/steak house last 6 months: Applebee's	92,340	28.9%	114
Family restaurant/steak house last 6 months: Bennigan's	8,207	2.6%	117
Family restaurant/steak house last 6 months: Bob Evans Farm	17,070	5.3%	116
Family restaurant/steak house last 6 months: Cheesecake Factory	25,471	8.0%	121
Family restaurant/steak house last 6 months: Chili's Grill & Bar	45,379	14.2%	123
Family restaurant/steak house last 6 months: Cracker Barrel	38,507	12.1%	109
Family restaurant/steak house last 6 months: Denny's	28,268	8.9%	98
Family restaurant/steak house last 6 months: Friendly's	14,169	4.4%	111
Family restaurant/steak house last 6 months: Golden Corral	21,148	6.6%	92
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	41,086	12.9%	111
Family restaurant/steak house last 6 months: Lone Star Steakhouse	10,277	3.2%	118
Family restaurant/steak house last 6 months: Old Country Buffet	9,617	3.0%	106
Family restaurant/steak house last 6 months: Olive Garden	68,591	21.5%	121
Family restaurant/steak house last 6 months: Outback Steakhouse	43,278	13.6%	118
Family restaurant/steak house last 6 months: Perkins	12,058	3.8%	104
Family restaurant/steak house last 6 months: Red Lobster	46,342	14.5%	108
Family restaurant/steak house last 6 months: Red Robin	23,982	7.5%	133
Family restaurant/steak house last 6 months: Ruby Tuesday	31,258	9.8%	117
Family restaurant/steak house last 6 months: Ryan's	7,993	2.5%	66
Family restaurant/steak house last 6 months: Sizzler	6,671	2.1%	69
Family restaurant/steak house last 6 months: T.G.I. Friday's	40,124	12.6%	122
Went to fast food/drive-in restaurant in last 6 months	289,795	90.8%	102
Went to fast food/drive-in restaurant <6 times/month	111,495	34.9%	100
Went to fast food/drive-in restaurant 6-13 times/month	96,566	30.2%	105
Went to fast food/drive-in restaurant 14+ times/month	81,728	25.6%	103
Fast food/drive-in last 6 months: breakfast	93,492	29.3%	107
Fast food/drive-in last 6 months: lunch	201,685	63.2%	107
Fast food/drive-in last 6 months: snack	58,694	18.4%	106
Fast food/drive-in last 6 months: dinner	163,667	51.3%	106

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	227,870	71.4%	107
Fast food/drive-in last 6 months: weekend	159,073	49.8%	103
Fast food/drive-in last 6 months: A & W	15,401	4.8%	106
Fast food/drive-in last 6 months: Arby's	74,183	23.2%	113
Fast food/drive-in last 6 months: Boston Market	18,946	5.9%	125
Fast food/drive-in last 6 months: Burger King	117,712	36.9%	102
Fast food/drive-in last 6 months: Captain D's	12,873	4.0%	78
Fast food/drive-in last 6 months: Carl's Jr.	16,457	5.2%	83
Fast food/drive-in last 6 months: Checkers	9,167	2.9%	90
Fast food/drive-in last 6 months: Chick-fil-A	50,943	16.0%	124
Fast food/drive-in last 6 months: Chipotle Mex. Grill	25,835	8.1%	133
Fast food/drive-in last 6 months: Chuck E. Cheese	14,303	4.5%	100
Fast food/drive-in last 6 months: Church's Fr. Chicken	11,611	3.6%	85
Fast food/drive-in last 6 months: Dairy Queen	55,347	17.3%	109
Fast food/drive-in last 6 months: Del Taco	9,568	3.0%	90
Fast food/drive-in last 6 months: Domino's Pizza	41,118	12.9%	96
Fast food/drive-in last 6 months: Dunkin' Donuts	41,810	13.1%	113
Fast food/drive-in last 6 months: Fuddruckers	11,215	3.5%	126
Fast food/drive-in last 6 months: Hardee's	17,893	5.6%	82
Fast food/drive-in last 6 months: Jack in the Box	29,944	9.4%	90
Fast food/drive-in last 6 months: KFC	86,089	27.0%	98
Fast food/drive-in last 6 months: Little Caesars	22,520	7.1%	96
Fast food/drive-in last 6 months: Long John Silver's	18,325	5.7%	91
Fast food/drive-in last 6 months: McDonald's	183,580	57.5%	103
Fast food/drive-in last 6 months: Panera Bread	43,746	13.7%	140
Fast food/drive-in last 6 months: Papa John's	31,061	9.7%	112
Fast food/drive-in last 6 months: Pizza Hut	70,370	22.0%	100
Fast food/drive-in last 6 months: Popeyes	23,078	7.2%	99
Fast food/drive-in last 6 months: Quiznos	34,487	10.8%	120
Fast food/drive-in last 6 months: Sonic Drive-In	36,224	11.3%	96
Fast food/drive-in last 6 months: Starbucks	58,256	18.2%	123
Fast food/drive-in last 6 months: Steak n Shake	19,427	6.1%	121
Fast food/drive-in last 6 months: Subway	108,377	33.9%	107
Fast food/drive-in last 6 months: Taco Bell	107,578	33.7%	105
Fast food/drive-in last 6 months: Wendy's	107,923	33.8%	108
Fast food/drive-in last 6 months: Whataburger	14,663	4.6%	95
Fast food/drive-in last 6 months: White Castle	13,499	4.2%	105
Fast food/drive-in last 6 months: eat in	124,752	39.1%	104
Fast food/drive-in last 6 months: home delivery	34,493	10.8%	104
Fast food/drive-in last 6 months: take-out/drive-thru	179,550	56.2%	107
Fast food/drive-in last 6 months: take-out/walk-in	83,086	26.0%	106

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	662,604	74.7%	104
Family restaurant/steak house last month: <2 times	231,901	26.1%	102
Family restaurant/steak house last month: 2-4 times	245,304	27.7%	102
Family restaurant/steak house last month: 5+ times	185,411	20.9%	108
Family restaurant/steak house last 6 months: breakfast	122,423	13.8%	105
Family restaurant/steak house last 6 months: lunch	230,249	26.0%	105
Family restaurant/steak house last 6 months: snack	26,308	3.0%	106
Family restaurant/steak house last 6 months: dinner	497,995	56.1%	106
Family restaurant/steak house last 6 months: weekday	363,890	41.0%	107
Family restaurant/steak house last 6 months: weekend	416,963	47.0%	106
Family restaurant/steak house last 6 months: Applebee's	244,262	27.5%	109
Family restaurant/steak house last 6 months: Bennigan's	22,473	2.5%	115
Family restaurant/steak house last 6 months: Bob Evans Farm	47,387	5.3%	116
Family restaurant/steak house last 6 months: Cheesecake Factory	61,220	6.9%	105
Family restaurant/steak house last 6 months: Chili's Grill & Bar	111,455	12.6%	108
Family restaurant/steak house last 6 months: Cracker Barrel	99,926	11.3%	102
Family restaurant/steak house last 6 months: Denny's	76,703	8.6%	96
Family restaurant/steak house last 6 months: Friendly's	35,455	4.0%	100
Family restaurant/steak house last 6 months: Golden Corral	65,953	7.4%	103
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	107,274	12.1%	104
Family restaurant/steak house last 6 months: Lone Star Steakhouse	27,402	3.1%	113
Family restaurant/steak house last 6 months: Old Country Buffet	30,512	3.4%	121
Family restaurant/steak house last 6 months: Olive Garden	172,215	19.4%	109
Family restaurant/steak house last 6 months: Outback Steakhouse	107,707	12.1%	106
Family restaurant/steak house last 6 months: Perkins	33,985	3.8%	105
Family restaurant/steak house last 6 months: Red Lobster	124,998	14.1%	105
Family restaurant/steak house last 6 months: Red Robin	59,304	6.7%	118
Family restaurant/steak house last 6 months: Ruby Tuesday	77,412	8.7%	105
Family restaurant/steak house last 6 months: Ryan's	27,277	3.1%	82
Family restaurant/steak house last 6 months: Sizzler	21,095	2.4%	79
Family restaurant/steak house last 6 months: T.G.I. Friday's	102,572	11.6%	112
Went to fast food/drive-in restaurant in last 6 months	794,493	89.6%	101
Went to fast food/drive-in restaurant <6 times/month	304,322	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/month	259,218	29.2%	101
Went to fast food/drive-in restaurant 14+ times/month	230,972	26.0%	104
Fast food/drive-in last 6 months: breakfast	251,764	28.4%	103
Fast food/drive-in last 6 months: lunch	537,160	60.6%	103
Fast food/drive-in last 6 months: snack	158,895	17.9%	103
Fast food/drive-in last 6 months: dinner	447,902	50.5%	104

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	609,180	68.7%	103
Fast food/drive-in last 6 months: weekend	437,498	49.3%	102
Fast food/drive-in last 6 months: A & W	41,973	4.7%	104
Fast food/drive-in last 6 months: Arby's	202,719	22.9%	111
Fast food/drive-in last 6 months: Boston Market	46,389	5.2%	110
Fast food/drive-in last 6 months: Burger King	327,567	36.9%	102
Fast food/drive-in last 6 months: Captain D's	40,492	4.6%	89
Fast food/drive-in last 6 months: Carl's Jr.	45,207	5.1%	82
Fast food/drive-in last 6 months: Checkers	27,698	3.1%	98
Fast food/drive-in last 6 months: Chick-fil-A	128,822	14.5%	113
Fast food/drive-in last 6 months: Chipotle Mex. Grill	64,635	7.3%	120
Fast food/drive-in last 6 months: Chuck E. Cheese	42,366	4.8%	107
Fast food/drive-in last 6 months: Church's Fr. Chicken	40,833	4.6%	107
Fast food/drive-in last 6 months: Dairy Queen	149,279	16.8%	105
Fast food/drive-in last 6 months: Del Taco	25,320	2.9%	85
Fast food/drive-in last 6 months: Domino's Pizza	121,492	13.7%	102
Fast food/drive-in last 6 months: Dunkin' Donuts	104,570	11.8%	102
Fast food/drive-in last 6 months: Fuddruckers	28,094	3.2%	113
Fast food/drive-in last 6 months: Hardee's	54,441	6.1%	90
Fast food/drive-in last 6 months: Jack in the Box	83,022	9.4%	90
Fast food/drive-in last 6 months: KFC	243,023	27.4%	99
Fast food/drive-in last 6 months: Little Caesars	67,874	7.7%	105
Fast food/drive-in last 6 months: Long John Silver's	56,582	6.4%	101
Fast food/drive-in last 6 months: McDonald's	504,760	56.9%	102
Fast food/drive-in last 6 months: Panera Bread	102,646	11.6%	119
Fast food/drive-in last 6 months: Papa John's	85,540	9.6%	111
Fast food/drive-in last 6 months: Pizza Hut	200,399	22.6%	102
Fast food/drive-in last 6 months: Popeyes	69,975	7.9%	108
Fast food/drive-in last 6 months: Quiznos	87,806	9.9%	110
Fast food/drive-in last 6 months: Sonic Drive-In	100,720	11.4%	96
Fast food/drive-in last 6 months: Starbucks	142,753	16.1%	108
Fast food/drive-in last 6 months: Steak n Shake	53,411	6.0%	120
Fast food/drive-in last 6 months: Subway	290,954	32.8%	103
Fast food/drive-in last 6 months: Taco Bell	297,954	33.6%	104
Fast food/drive-in last 6 months: Wendy's	294,175	33.2%	106
Fast food/drive-in last 6 months: Whataburger	42,141	4.8%	98
Fast food/drive-in last 6 months: White Castle	43,012	4.8%	120
Fast food/drive-in last 6 months: eat in	326,666	36.8%	98
Fast food/drive-in last 6 months: home delivery	97,702	11.0%	106
Fast food/drive-in last 6 months: take-out/drive-thru	489,549	55.2%	105
Fast food/drive-in last 6 months: take-out/walk-in	225,935	25.5%	104

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Population 18+		41,380	43,366
Households		21,155	22,223
Median Household Income		\$69,986	\$78,874
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	4,869	11.8%	119
Participated in archery	1,134	2.7%	103
Participated in backpacking/hiking	4,473	10.8%	115
Participated in baseball	2,353	5.7%	109
Participated in basketball	4,069	9.8%	105
Participated in bicycling (mountain)	1,840	4.4%	121
Participated in bicycling (road)	4,820	11.6%	121
Participated in boating (power)	3,030	7.3%	119
Participated in bowling	5,804	14.0%	120
Participated in canoeing/kayaking	2,304	5.6%	116
Participated in downhill skiing	1,494	3.6%	124
Participated in fishing (fresh water)	5,747	13.9%	106
Participated in fishing (salt water)	2,050	5.0%	109
Participated in football	2,685	6.5%	104
Participated in Frisbee	2,585	6.2%	114
Participated in golf	5,593	13.5%	130
Play golf < once a month	2,126	5.1%	130
Play golf 1+ times a month	2,901	7.0%	130
Participated in horseback riding	1,424	3.4%	113
Participated in hunting with rifle	2,026	4.9%	101
Participated in hunting with shotgun	1,728	4.2%	98
Participated in ice skating	1,412	3.4%	118
Participated in jogging/running	5,238	12.7%	120
Participated in martial arts	581	1.4%	100
Participated in motorcycling	1,674	4.0%	110
Participated in Pilates	1,679	4.1%	124
Participated in roller skating	882	2.1%	102
Participated in snowboarding	792	1.9%	100
Participated in soccer	1,907	4.6%	107
Participated in softball	1,773	4.3%	110
Participated in swimming	9,729	23.5%	121
Participated in target shooting	1,778	4.3%	111
Participated in tennis	2,062	5.0%	117
Participated in volleyball	1,681	4.1%	116
Participated in walking for exercise	14,065	34.0%	114
Participated in weight lifting	6,126	14.8%	126
Participated in yoga	2,547	6.2%	107
Spent on high end sports/recreation equipment/12 mo: <\$250	1,869	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+	1,925	4.7%	119
Attend sports event: auto racing (NASCAR)	3,290	8.0%	108
Attend sports event: auto racing (not NASCAR)	2,789	6.7%	106
Attend sports event: baseball game	7,365	17.8%	120

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	3,543	8.6%	108
Attend sports event: basketball game (pro)	4,010	9.7%	113
Attend sports event: football game (college)	4,997	12.1%	117
Attend sports event: football-Monday night game (pro)	2,640	6.4%	104
Attend sports event: football-weekend game (pro)	4,318	10.4%	115
Attend sports event: golf tournament	2,614	6.3%	114
Attend sports event: ice hockey game	3,214	7.8%	117
Attend sports event: soccer game	2,838	6.9%	111
Attend sports event: tennis match	2,129	5.1%	104
Attended adult education course in last 12 months	3,167	7.7%	116
Attended auto show in last 12 months	3,826	9.2%	112
Went to bar/night club in last 12 months	8,786	21.2%	111
Went to beach in last 12 months	11,814	28.6%	116
Attended dance performance in last 12 months	1,948	4.7%	106
Danced/went dancing in last 12 months	3,940	9.5%	100
Dined out in last 12 months	22,891	55.3%	112
Dine out < once a month	2,039	4.9%	105
Dine out once a month	2,862	6.9%	112
Dine out 2-3 times a month	5,247	12.7%	110
Dine out once a week	5,720	13.8%	120
Dine out 2+ times per week	4,387	10.6%	107
Gambled at casino in last 12 months	7,104	17.2%	107
Gambled at casino 6+ times in last 12 months	1,082	2.6%	96
Gambled in Atlantic City in last 12 months	860	2.1%	82
Gambled in Las Vegas in last 12 months	2,228	5.4%	113
Attended horse races in last 12 months	1,250	3.0%	102
Attended movies in last 6 months	25,583	61.8%	105
Attended movies in last 90 days: < once a month	14,279	34.5%	107
Attended movies in last 90 days: once a month	4,731	11.4%	112
Attended movies in last 90 days: 2-3 times a month	2,970	7.2%	106
Attended movies in last 90 days: once/week or more	902	2.2%	85
Prefer to see movie after second week of release	11,114	26.9%	113
Went to museum in last 12 months	5,942	14.4%	112
Attended music performance in last 12 months	11,362	27.5%	116
Attended country music performance in last 12 mo	2,270	5.5%	108
Attended rock music performance in last 12 months	5,380	13.0%	119
Attended classical music/opera performance/12 mo	2,088	5.0%	110
Went to live theater in last 12 months	6,175	14.9%	114
Visited a theme park in last 12 months	10,088	24.4%	113
Visited Disney World (FL)/12 mo: Magic Kingdom	1,731	4.2%	123
Visited any Sea World in last 12 months	1,697	4.1%	121
Visited any Six Flags in last 12 months	2,433	5.9%	101
Went to zoo in last 12 months	6,515	15.7%	123
Played backgammon in last 12 months	844	2.0%	102
Participated in book club in last 12 months	1,346	3.3%	103
Played billiards/pool in last 12 months	4,294	10.4%	108
Played bingo in last 12 months	1,695	4.1%	97
Did birdwatching in last 12 months	2,739	6.6%	106
Played board game in last 12 months	8,040	19.4%	119

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	9,488	22.9%	109
Played chess in last 12 months	1,568	3.8%	104
Cooked for fun in last 12 months	9,470	22.9%	110
Did crossword puzzle in last 12 months	6,547	15.8%	109
Participated in fantasy sports league last 12 mo	1,545	3.7%	115
Flew a kite in last 12 months	1,315	3.2%	112
Did furniture refinishing in last 12 months	1,405	3.4%	105
Did indoor gardening/plant care in last 12 months	4,445	10.7%	107
Participated in karaoke in last 12 months	1,862	4.5%	102
Bought lottery ticket in last 12 months	14,536	35.1%	102
Bought lottery ticket in last 12 mo: Daily Drawing	1,685	4.1%	84
Bought lottery ticket in last 12 mo: Instant Game	6,430	15.5%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	9,320	22.5%	105
Played lottery: <3 times in last 30 days	6,703	16.2%	103
Played lottery: 3-7 times in last 30 days	4,048	9.8%	102
Played lottery: 8+ times in last 30 days	3,787	9.2%	98
Played musical instrument in last 12 months	3,525	8.5%	107
Did painting/drawing in last 12 months	2,638	6.4%	97
Did photography in last 12 months	5,967	14.4%	114
Read book in last 12 months	18,730	45.3%	111
Participated in trivia games in last 12 months	2,951	7.1%	118
Played video game in last 12 months	6,106	14.8%	111
Did woodworking in last 12 months	2,098	5.1%	108
Participated in word games in last 12 months	4,176	10.1%	106
Member of AARP	6,679	16.1%	105
Member of business club	1,316	3.2%	128
Member of charitable organization	2,926	7.1%	112
Member of church board	1,816	4.4%	102
Member of fraternal order	1,507	3.6%	103
Member of religious club	2,744	6.6%	104
Member of union	2,335	5.6%	107
Member of veterans club	1,357	3.3%	96
Bought any children`s toy/game in last 12 months	16,002	38.7%	112
Spent on toys/games in last 12 months: <\$50	2,711	6.6%	108
Spent on toys/games in last 12 months: \$50-99	1,172	2.8%	103
Spent on toys/games in last 12 months: \$100-199	3,120	7.5%	105
Spent on toys/games in last 12 months: \$200-499	5,091	12.3%	114
Spent on toys/games in last 12 months: \$500+	2,948	7.1%	124
Bought infant toy in last 12 months	3,698	8.9%	107
Bought pre-school toy in last 12 months	3,799	9.2%	113
Spent on toys/games (for child <6)/12 mo: <\$100	4,903	11.8%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	3,012	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	3,755	9.1%	117
Bought for child in last 12 mo: boy action figure	3,655	8.8%	109
Bought for child in last 12 mo: girl action figure	1,236	3.0%	97
Bought for child in last 12 mo: bicycle	3,168	7.7%	112
Bought for child in last 12 mo: board game	5,832	14.1%	119

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
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Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,596	3.9%	114
Bought for child in last 12 mo: car	4,019	9.7%	105
Bought for child in last 12 mo: construction toy	2,222	5.4%	109
Bought for child in last 12 mo: large/baby doll	2,925	7.1%	108
Bought for child in last 12 mo: fashion doll	2,134	5.2%	101
Bought for child in last 12 mo: plush doll/animal	4,300	10.4%	123
Bought for child in last 12 mo: doll accessories	1,779	4.3%	107
Bought for child in last 12 mo: doll clothing	1,795	4.3%	105
Bought for child in last 12 mo: educational toy	6,501	15.7%	115
Bought for child in last 12 mo: electronic game	4,620	11.2%	120
Bought for child in last 12 mo: mechanical toy	1,919	4.6%	116
Bought for child in last 12 mo: model kit/set	1,178	2.8%	111
Bought for child in last 12 mo: sound game	1,080	2.6%	93
Bought for child in last 12 mo: water toy	4,799	11.6%	121
Bought for child in last 12 mo: word game	1,595	3.9%	100
Bought book in last 12 months	23,169	56.0%	112
Bought 1-3 books in last 12 months	8,758	21.2%	108
Bought 4-9 books in last 12 months	7,115	17.2%	110
Bought 10+ books in last 12 months	7,295	17.6%	117
Bought paperback book in last 12 months	18,021	43.6%	115
Bought <3 paperback books in last 12 months	5,957	14.4%	111
Bought 3-6 paperback books in last 12 months	6,322	15.3%	116
Bought 7+ paperback books in last 12 months	5,742	13.9%	118
Bought hardcover book in last 12 months	13,265	32.1%	115
Bought <3 hardcover books in last 12 months	5,888	14.2%	116
Bought 3-5 hardcover books in last 12 months	3,680	8.9%	111
Bought 6+ hardcover books in last 12 months	3,696	8.9%	114
Bought book (fiction) in last 12 months	13,555	32.8%	117
Bought book (non-fiction) in last 12 months	12,019	29.0%	114
Bought biography in last 12 months	3,110	7.5%	103
Bought children's book in last 12 months	6,043	14.6%	115
Bought cookbook in last 12 months	5,029	12.2%	111
Bought desk dictionary in last 12 months	669	1.6%	80
Bought history book in last 12 months	3,428	8.3%	110
Bought mystery book in last 12 months	5,481	13.2%	118
Bought personal/business self-help book last 12 mo	3,755	9.1%	126
Bought religious book (not bible) last 12 months	3,546	8.6%	113
Bought romance book in last 12 months	2,967	7.2%	110
Bought science fiction book in last 12 months	2,092	5.1%	111
Bought book through book club in last 12 months	1,782	4.3%	99
Bought book at book store in last 12 months	16,052	38.8%	116
Bought book at Barnes & Noble in last 12 months	9,946	24.0%	122
Bought book at Borders in last 12 months	5,760	13.9%	125
Bought book at convenience store in last 12 months	776	1.9%	84
Bought book at department store in last 12 months	3,236	7.8%	102
Bought book at drug store in last 12 months	870	2.1%	93
Bought book through Internet in last 12 mo	5,031	12.2%	120
Bought book through mail order in last 12 months	1,253	3.0%	89
Bought book at supermarket in last 12 months	2,594	6.3%	120
Bought book at warehouse store in last 12 months	3,027	7.3%	126

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

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Latitude: 39.19613

Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Population 18+		319,270	332,717
Households		165,521	172,039
Median Household Income		\$68,866	\$78,534
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	37,631	11.8%	119
Participated in archery	8,396	2.6%	99
Participated in backpacking/hiking	35,304	11.1%	117
Participated in baseball	17,358	5.4%	105
Participated in basketball	31,006	9.7%	104
Participated in bicycling (mountain)	14,345	4.5%	122
Participated in bicycling (road)	36,859	11.5%	120
Participated in boating (power)	22,404	7.0%	114
Participated in bowling	43,348	13.6%	116
Participated in canoeing/kayaking	17,570	5.5%	115
Participated in downhill skiing	11,345	3.6%	122
Participated in fishing (fresh water)	42,197	13.2%	101
Participated in fishing (salt water)	15,694	4.9%	108
Participated in football	20,351	6.4%	102
Participated in Frisbee	19,508	6.1%	112
Participated in golf	41,698	13.1%	126
Play golf < once a month	15,679	4.9%	124
Play golf 1+ times a month	21,677	6.8%	126
Participated in horseback riding	9,733	3.0%	100
Participated in hunting with rifle	13,972	4.4%	90
Participated in hunting with shotgun	12,537	3.9%	92
Participated in ice skating	10,575	3.3%	115
Participated in jogging/running	40,415	12.7%	120
Participated in martial arts	4,073	1.3%	91
Participated in motorcycling	12,470	3.9%	106
Participated in Pilates	12,628	4.0%	121
Participated in roller skating	6,109	1.9%	91
Participated in snowboarding	6,245	2.0%	102
Participated in soccer	14,382	4.5%	105
Participated in softball	13,033	4.1%	104
Participated in swimming	71,210	22.3%	115
Participated in target shooting	13,044	4.1%	106
Participated in tennis	16,810	5.3%	123
Participated in volleyball	11,873	3.7%	106
Participated in walking for exercise	110,320	34.6%	116
Participated in weight lifting	47,090	14.7%	125
Participated in yoga	21,647	6.8%	117
Spent on high end sports/recreation equipment/12 mo: <\$250	14,387	4.5%	102
Spent on high end sports/recreation equipment/12 mo: \$250+	14,608	4.6%	117
Attend sports event: auto racing (NASCAR)	25,169	7.9%	107
Attend sports event: auto racing (not NASCAR)	21,393	6.7%	106
Attend sports event: baseball game	55,719	17.5%	118

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	29,156	9.1%	115
Attend sports event: basketball game (pro)	31,176	9.8%	114
Attend sports event: football game (college)	38,534	12.1%	117
Attend sports event: football-Monday night game (pro)	20,934	6.6%	107
Attend sports event: football-weekend game (pro)	33,959	10.6%	117
Attend sports event: golf tournament	20,315	6.4%	115
Attend sports event: ice hockey game	24,924	7.8%	118
Attend sports event: soccer game	21,682	6.8%	110
Attend sports event: tennis match	16,740	5.2%	106
Attended adult education course in last 12 months	24,589	7.7%	116
Attended auto show in last 12 months	28,619	9.0%	108
Went to bar/night club in last 12 months	68,298	21.4%	112
Went to beach in last 12 months	91,747	28.7%	117
Attended dance performance in last 12 months	16,523	5.2%	116
Danced/went dancing in last 12 months	31,340	9.8%	103
Dined out in last 12 months	177,092	55.5%	113
Dine out < once a month	16,252	5.1%	108
Dine out once a month	21,462	6.7%	109
Dine out 2-3 times a month	42,128	13.2%	115
Dine out once a week	42,730	13.4%	116
Dine out 2+ times per week	35,250	11.0%	112
Gambled at casino in last 12 months	57,091	17.9%	111
Gambled at casino 6+ times in last 12 months	8,749	2.7%	101
Gambled in Atlantic City in last 12 months	7,888	2.5%	98
Gambled in Las Vegas in last 12 months	17,144	5.4%	112
Attended horse races in last 12 months	10,443	3.3%	110
Attended movies in last 6 months	201,399	63.1%	107
Attended movies in last 90 days: < once a month	112,530	35.2%	109
Attended movies in last 90 days: once a month	37,145	11.6%	114
Attended movies in last 90 days: 2-3 times a month	22,935	7.2%	107
Attended movies in last 90 days: once/week or more	7,783	2.4%	95
Prefer to see movie after second week of release	85,640	26.8%	113
Went to museum in last 12 months	49,444	15.5%	121
Attended music performance in last 12 months	89,584	28.1%	118
Attended country music performance in last 12 mo	17,157	5.4%	106
Attended rock music performance in last 12 months	41,359	13.0%	119
Attended classical music/opera performance/12 mo	17,417	5.5%	119
Went to live theater in last 12 months	51,300	16.1%	122
Visited a theme park in last 12 months	76,328	23.9%	111
Visited Disney World (FL)/12 mo: Magic Kingdom	12,848	4.0%	119
Visited any Sea World in last 12 months	11,912	3.7%	110
Visited any Six Flags in last 12 months	18,909	5.9%	102
Went to zoo in last 12 months	49,223	15.4%	121
Played backgammon in last 12 months	6,879	2.2%	107
Participated in book club in last 12 months	11,641	3.6%	115
Played billiards/pool in last 12 months	32,596	10.2%	106
Played bingo in last 12 months	13,285	4.2%	98
Did birdwatching in last 12 months	22,518	7.1%	113
Played board game in last 12 months	61,511	19.3%	118

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Drive Time: 20 minutes

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Latitude: 39.19613
Longitude: -84.23298

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	73,939	23.2%	111
Played chess in last 12 months	12,206	3.8%	105
Cooked for fun in last 12 months	74,533	23.3%	112
Did crossword puzzle in last 12 months	50,950	16.0%	110
Participated in fantasy sports league last 12 mo	11,898	3.7%	114
Flew a kite in last 12 months	9,932	3.1%	110
Did furniture refinishing in last 12 months	11,177	3.5%	109
Did indoor gardening/plant care in last 12 months	35,409	11.1%	110
Participated in karaoke in last 12 months	13,561	4.2%	96
Bought lottery ticket in last 12 months	113,202	35.5%	102
Bought lottery ticket in last 12 mo: Daily Drawing	14,085	4.4%	91
Bought lottery ticket in last 12 mo: Instant Game	49,610	15.5%	98
Bought lottery ticket in last 12 mo: Lotto Drawing	73,775	23.1%	108
Played lottery: <3 times in last 30 days	52,636	16.5%	105
Played lottery: 3-7 times in last 30 days	30,618	9.6%	100
Played lottery: 8+ times in last 30 days	30,006	9.4%	101
Played musical instrument in last 12 months	27,892	8.7%	110
Did painting/drawing in last 12 months	21,668	6.8%	104
Did photography in last 12 months	46,482	14.6%	115
Read book in last 12 months	147,579	46.2%	113
Participated in trivia games in last 12 months	21,751	6.8%	113
Played video game in last 12 months	44,513	13.9%	105
Did woodworking in last 12 months	15,683	4.9%	105
Participated in word games in last 12 months	34,004	10.7%	112
Member of AARP	55,193	17.3%	112
Member of business club	10,136	3.2%	127
Member of charitable organization	24,924	7.8%	124
Member of church board	14,272	4.5%	104
Member of fraternal order	12,310	3.9%	109
Member of religious club	22,952	7.2%	112
Member of union	18,464	5.8%	110
Member of veterans club	10,741	3.4%	99
Bought any children`s toy/game in last 12 months	119,667	37.5%	108
Spent on toys/games in last 12 months: <\$50	20,452	6.4%	105
Spent on toys/games in last 12 months: \$50-99	8,773	2.7%	100
Spent on toys/games in last 12 months: \$100-199	23,753	7.4%	103
Spent on toys/games in last 12 months: \$200-499	37,338	11.7%	108
Spent on toys/games in last 12 months: \$500+	22,156	6.9%	121
Bought infant toy in last 12 months	27,774	8.7%	104
Bought pre-school toy in last 12 months	28,852	9.0%	112
Spent on toys/games (for child <6)/12 mo: <\$100	37,851	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	22,200	7.0%	103
Spent on toys/games (for child <6)/12 mo: \$200+	27,336	8.6%	111
Bought for child in last 12 mo: boy action figure	26,967	8.4%	105
Bought for child in last 12 mo: girl action figure	9,154	2.9%	93
Bought for child in last 12 mo: bicycle	22,959	7.2%	105
Bought for child in last 12 mo: board game	44,247	13.9%	117

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	11,834	3.7%	110
Bought for child in last 12 mo: car	29,809	9.3%	101
Bought for child in last 12 mo: construction toy	17,286	5.4%	110
Bought for child in last 12 mo: large/baby doll	20,539	6.4%	98
Bought for child in last 12 mo: fashion doll	16,590	5.2%	102
Bought for child in last 12 mo: plush doll/animal	30,788	9.6%	115
Bought for child in last 12 mo: doll accessories	13,492	4.2%	105
Bought for child in last 12 mo: doll clothing	13,526	4.2%	103
Bought for child in last 12 mo: educational toy	48,554	15.2%	112
Bought for child in last 12 mo: electronic game	33,345	10.4%	112
Bought for child in last 12 mo: mechanical toy	13,809	4.3%	108
Bought for child in last 12 mo: model kit/set	8,692	2.7%	106
Bought for child in last 12 mo: sound game	8,338	2.6%	93
Bought for child in last 12 mo: water toy	34,609	10.8%	113
Bought for child in last 12 mo: word game	12,573	3.9%	102
Bought book in last 12 months	179,439	56.2%	112
Bought 1-3 books in last 12 months	66,515	20.8%	106
Bought 4-9 books in last 12 months	55,396	17.4%	111
Bought 10+ books in last 12 months	57,524	18.0%	119
Bought paperback book in last 12 months	139,045	43.6%	115
Bought <3 paperback books in last 12 months	45,306	14.2%	109
Bought 3-6 paperback books in last 12 months	48,768	15.3%	116
Bought 7+ paperback books in last 12 months	44,985	14.1%	119
Bought hardcover book in last 12 months	103,771	32.5%	116
Bought <3 hardcover books in last 12 months	44,158	13.8%	113
Bought 3-5 hardcover books in last 12 months	30,047	9.4%	118
Bought 6+ hardcover books in last 12 months	29,604	9.3%	118
Bought book (fiction) in last 12 months	105,259	33.0%	117
Bought book (non-fiction) in last 12 months	94,515	29.6%	116
Bought biography in last 12 months	26,372	8.3%	114
Bought children's book in last 12 months	45,382	14.2%	112
Bought cookbook in last 12 months	38,610	12.1%	110
Bought desk dictionary in last 12 months	5,717	1.8%	88
Bought history book in last 12 months	27,474	8.6%	114
Bought mystery book in last 12 months	42,324	13.3%	118
Bought personal/business self-help book last 12 mo	28,358	8.9%	124
Bought religious book (not bible) last 12 months	26,746	8.4%	110
Bought romance book in last 12 months	21,599	6.8%	104
Bought science fiction book in last 12 months	16,010	5.0%	110
Bought book through book club in last 12 months	14,119	4.4%	102
Bought book at book store in last 12 months	127,310	39.9%	119
Bought book at Barnes & Noble in last 12 months	78,209	24.5%	124
Bought book at Borders in last 12 months	45,947	14.4%	130
Bought book at convenience store in last 12 months	6,352	2.0%	89
Bought book at department store in last 12 months	22,627	7.1%	93
Bought book at drug store in last 12 months	7,191	2.3%	99
Bought book through Internet in last 12 mo	38,894	12.2%	120
Bought book through mail order in last 12 months	9,957	3.1%	92
Bought book at supermarket in last 12 months	18,078	5.7%	109
Bought book at warehouse store in last 12 months	23,048	7.2%	124

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

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Sports and Leisure Market Potential

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Population 18+		887,128	918,147
Households		470,123	485,840
Median Household Income		\$58,194	\$66,514
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	93,621	10.6%	107
Participated in archery	23,782	2.7%	101
Participated in backpacking/hiking	90,363	10.2%	108
Participated in baseball	48,001	5.4%	104
Participated in basketball	89,130	10.0%	108
Participated in bicycling (mountain)	37,057	4.2%	113
Participated in bicycling (road)	95,016	10.7%	111
Participated in boating (power)	56,327	6.3%	103
Participated in bowling	116,438	13.1%	113
Participated in canoeing/kayaking	45,233	5.1%	106
Participated in downhill skiing	27,506	3.1%	106
Participated in fishing (fresh water)	115,185	13.0%	99
Participated in fishing (salt water)	40,953	4.6%	101
Participated in football	59,809	6.7%	108
Participated in Frisbee	53,813	6.1%	111
Participated in golf	101,882	11.5%	111
Play golf < once a month	39,506	4.5%	113
Play golf 1+ times a month	51,706	5.8%	108
Participated in horseback riding	26,623	3.0%	99
Participated in hunting with rifle	38,612	4.4%	90
Participated in hunting with shotgun	36,098	4.1%	96
Participated in ice skating	27,733	3.1%	109
Participated in jogging/running	102,200	11.5%	109
Participated in martial arts	12,056	1.4%	97
Participated in motorcycling	33,565	3.8%	103
Participated in Pilates	31,622	3.6%	109
Participated in roller skating	18,445	2.1%	99
Participated in snowboarding	18,556	2.1%	109
Participated in soccer	40,093	4.5%	105
Participated in softball	36,454	4.1%	105
Participated in swimming	178,450	20.1%	103
Participated in target shooting	35,274	4.0%	103
Participated in tennis	42,542	4.8%	112
Participated in volleyball	32,487	3.7%	105
Participated in walking for exercise	279,120	31.5%	106
Participated in weight lifting	116,191	13.1%	111
Participated in yoga	54,536	6.1%	106
Spent on high end sports/recreation equipment/12 mo: <\$250	41,050	4.6%	105
Spent on high end sports/recreation equipment/12 mo: \$250+	38,077	4.3%	110
Attend sports event: auto racing (NASCAR)	67,716	7.6%	104
Attend sports event: auto racing (not NASCAR)	57,375	6.5%	102
Attend sports event: baseball game	140,661	15.9%	107

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	78,026	8.8%	111
Attend sports event: basketball game (pro)	83,235	9.4%	110
Attend sports event: football game (college)	102,741	11.6%	112
Attend sports event: football-Monday night game (pro)	57,040	6.4%	105
Attend sports event: football-weekend game (pro)	88,914	10.0%	111
Attend sports event: golf tournament	53,454	6.0%	109
Attend sports event: ice hockey game	63,610	7.2%	108
Attend sports event: soccer game	57,224	6.5%	104
Attend sports event: tennis match	44,470	5.0%	102
Attended adult education course in last 12 months	63,009	7.1%	107
Attended auto show in last 12 months	75,592	8.5%	103
Went to bar/night club in last 12 months	185,294	20.9%	110
Went to beach in last 12 months	222,263	25.1%	102
Attended dance performance in last 12 months	42,513	4.8%	108
Danced/went dancing in last 12 months	87,125	9.8%	103
Dined out in last 12 months	453,758	51.1%	104
Dine out < once a month	44,400	5.0%	106
Dine out once a month	55,235	6.2%	101
Dine out 2-3 times a month	107,228	12.1%	105
Dine out once a week	108,436	12.2%	106
Dine out 2+ times per week	89,431	10.1%	102
Gambled at casino in last 12 months	147,873	16.7%	104
Gambled at casino 6+ times in last 12 months	23,701	2.7%	98
Gambled in Atlantic City in last 12 months	20,508	2.3%	91
Gambled in Las Vegas in last 12 months	43,408	4.9%	102
Attended horse races in last 12 months	27,034	3.0%	103
Attended movies in last 6 months	538,424	60.7%	103
Attended movies in last 90 days: < once a month	296,254	33.4%	103
Attended movies in last 90 days: once a month	95,632	10.8%	105
Attended movies in last 90 days: 2-3 times a month	61,931	7.0%	104
Attended movies in last 90 days: once/week or more	22,300	2.5%	98
Prefer to see movie after second week of release	217,660	24.5%	104
Went to museum in last 12 months	122,232	13.8%	108
Attended music performance in last 12 months	226,395	25.5%	107
Attended country music performance in last 12 mo	46,383	5.2%	103
Attended rock music performance in last 12 months	107,939	12.2%	111
Attended classical music/opera performance/12 mo	43,450	4.9%	107
Went to live theater in last 12 months	127,643	14.4%	109
Visited a theme park in last 12 months	199,171	22.5%	105
Visited Disney World (FL)/12 mo: Magic Kingdom	32,130	3.6%	107
Visited any Sea World in last 12 months	31,634	3.6%	105
Visited any Six Flags in last 12 months	50,725	5.7%	99
Went to zoo in last 12 months	129,856	14.6%	115
Played backgammon in last 12 months	19,193	2.2%	108
Participated in book club in last 12 months	30,032	3.4%	107
Played billiards/pool in last 12 months	92,284	10.4%	108
Played bingo in last 12 months	39,074	4.4%	104
Did birdwatching in last 12 months	58,175	6.6%	105
Played board game in last 12 months	161,654	18.2%	112

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	199,527	22.5%	107
Played chess in last 12 months	34,805	3.9%	107
Cooked for fun in last 12 months	196,360	22.1%	106
Did crossword puzzle in last 12 months	135,056	15.2%	105
Participated in fantasy sports league last 12 mo	32,450	3.7%	112
Flew a kite in last 12 months	27,404	3.1%	109
Did furniture refinishing in last 12 months	30,575	3.4%	107
Did indoor gardening/plant care in last 12 months	92,622	10.4%	104
Participated in karaoke in last 12 months	39,436	4.4%	100
Bought lottery ticket in last 12 months	308,481	34.8%	100
Bought lottery ticket in last 12 mo: Daily Drawing	43,296	4.9%	101
Bought lottery ticket in last 12 mo: Instant Game	145,254	16.4%	103
Bought lottery ticket in last 12 mo: Lotto Drawing	189,169	21.3%	100
Played lottery: <3 times in last 30 days	138,831	15.6%	99
Played lottery: 3-7 times in last 30 days	83,658	9.4%	98
Played lottery: 8+ times in last 30 days	86,877	9.8%	105
Played musical instrument in last 12 months	75,558	8.5%	107
Did painting/drawing in last 12 months	62,308	7.0%	107
Did photography in last 12 months	117,018	13.2%	105
Read book in last 12 months	381,154	43.0%	105
Participated in trivia games in last 12 months	58,346	6.6%	109
Played video game in last 12 months	125,457	14.1%	106
Did woodworking in last 12 months	42,158	4.8%	101
Participated in word games in last 12 months	89,642	10.1%	106
Member of AARP	136,714	15.4%	100
Member of business club	25,620	2.9%	116
Member of charitable organization	60,629	6.8%	108
Member of church board	37,714	4.3%	99
Member of fraternal order	32,607	3.7%	104
Member of religious club	59,721	6.7%	105
Member of union	47,744	5.4%	102
Member of veterans club	28,792	3.2%	95
Bought any children`s toy/game in last 12 months	318,881	35.9%	104
Spent on toys/games in last 12 months: <\$50	55,445	6.3%	103
Spent on toys/games in last 12 months: \$50-99	25,013	2.8%	102
Spent on toys/games in last 12 months: \$100-199	64,501	7.3%	101
Spent on toys/games in last 12 months: \$200-499	99,656	11.2%	104
Spent on toys/games in last 12 months: \$500+	56,052	6.3%	110
Bought infant toy in last 12 months	75,762	8.5%	102
Bought pre-school toy in last 12 months	76,152	8.6%	106
Spent on toys/games (for child <6)/12 mo: <\$100	102,175	11.5%	104
Spent on toys/games (for child <6)/12 mo: \$100-199	61,493	6.9%	103
Spent on toys/games (for child <6)/12 mo: \$200+	73,219	8.3%	107
Bought for child in last 12 mo: boy action figure	75,480	8.5%	105
Bought for child in last 12 mo: girl action figure	27,230	3.1%	99
Bought for child in last 12 mo: bicycle	64,367	7.3%	106
Bought for child in last 12 mo: board game	114,844	12.9%	109

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	31,253	3.5%	104
Bought for child in last 12 mo: car	84,467	9.5%	103
Bought for child in last 12 mo: construction toy	45,036	5.1%	103
Bought for child in last 12 mo: large/baby doll	59,246	6.7%	102
Bought for child in last 12 mo: fashion doll	48,330	5.4%	107
Bought for child in last 12 mo: plush doll/animal	79,892	9.0%	107
Bought for child in last 12 mo: doll accessories	37,527	4.2%	105
Bought for child in last 12 mo: doll clothing	37,668	4.2%	103
Bought for child in last 12 mo: educational toy	130,742	14.7%	108
Bought for child in last 12 mo: electronic game	85,755	9.7%	104
Bought for child in last 12 mo: mechanical toy	36,847	4.2%	104
Bought for child in last 12 mo: model kit/set	23,771	2.7%	104
Bought for child in last 12 mo: sound game	24,778	2.8%	100
Bought for child in last 12 mo: water toy	92,356	10.4%	109
Bought for child in last 12 mo: word game	34,969	3.9%	102
Bought book in last 12 months	465,528	52.5%	105
Bought 1-3 books in last 12 months	177,194	20.0%	102
Bought 4-9 books in last 12 months	144,588	16.3%	105
Bought 10+ books in last 12 months	143,752	16.2%	107
Bought paperback book in last 12 months	353,674	39.9%	105
Bought <3 paperback books in last 12 months	117,844	13.3%	102
Bought 3-6 paperback books in last 12 months	124,252	14.0%	106
Bought 7+ paperback books in last 12 months	111,913	12.6%	107
Bought hardcover book in last 12 months	263,849	29.7%	106
Bought <3 hardcover books in last 12 months	113,639	12.8%	105
Bought 3-5 hardcover books in last 12 months	77,007	8.7%	108
Bought 6+ hardcover books in last 12 months	74,043	8.3%	106
Bought book (fiction) in last 12 months	265,736	30.0%	107
Bought book (non-fiction) in last 12 months	238,595	26.9%	106
Bought biography in last 12 months	66,277	7.5%	103
Bought children's book in last 12 months	118,426	13.3%	105
Bought cookbook in last 12 months	100,123	11.3%	103
Bought desk dictionary in last 12 months	18,244	2.1%	101
Bought history book in last 12 months	70,642	8.0%	105
Bought mystery book in last 12 months	106,119	12.0%	106
Bought personal/business self-help book last 12 mo	69,917	7.9%	110
Bought religious book (not bible) last 12 months	69,804	7.9%	104
Bought romance book in last 12 months	57,815	6.5%	100
Bought science fiction book in last 12 months	43,229	4.9%	107
Bought book through book club in last 12 months	39,502	4.5%	103
Bought book at book store in last 12 months	320,444	36.1%	108
Bought book at Barnes & Noble in last 12 months	190,554	21.5%	109
Bought book at Borders in last 12 months	109,734	12.4%	111
Bought book at convenience store in last 12 months	19,060	2.1%	97
Bought book at department store in last 12 months	66,576	7.5%	98
Bought book at drug store in last 12 months	20,315	2.3%	101
Bought book through Internet in last 12 mo	98,285	11.1%	109
Bought book through mail order in last 12 months	28,073	3.2%	93
Bought book at supermarket in last 12 months	48,696	5.5%	105
Bought book at warehouse store in last 12 months	53,741	6.1%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
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Drive Time: 10 minutes

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Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	14.4%	Population	56,619	59,292
Crossroads	13.3%	Households	21,155	22,223
Sophisticated Squires	10.1%	Families	15,718	16,444
Exurbanites	9.0%	Median Age	38.1	38.0
In Style	7.0%	Median Household Income	\$69,986	\$78,874
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		87	\$2,084.17	\$44,090,345
Men's		82	\$376.04	\$7,955,122
Women's		78	\$644.87	\$13,642,048
Children's		94	\$374.79	\$7,928,541
Footwear		60	\$251.67	\$5,324,042
Watches & Jewelry		127	\$247.51	\$5,236,077
Apparel Products and Services (1)		202	\$189.30	\$4,004,516
Computer				
Computers and Hardware for Home Use		125	\$240.07	\$5,078,619
Software and Accessories for Home Use		126	\$35.85	\$758,491
Entertainment & Recreation		128	\$4,128.19	\$87,331,214
Fees and Admissions		133	\$820.36	\$17,354,666
Membership Fees for Clubs (2)		132	\$215.88	\$4,566,840
Fees for Participant Sports, excl. Trips		132	\$140.86	\$2,979,957
Admission to Movie/Theatre/Opera/Ballet		127	\$193.32	\$4,089,750
Admission to Sporting Events, excl. Trips		137	\$81.61	\$1,726,494
Fees for Recreational Lessons		138	\$187.87	\$3,974,290
Dating Services		106	\$0.82	\$17,334
TV/Video/Audio		122	\$1,518.17	\$32,116,640
Community Antenna or Cable TV		120	\$869.02	\$18,383,939
Televisions		130	\$250.91	\$5,307,914
VCRs, Video Cameras, and DVD Players		124	\$25.15	\$532,087
Video Cassettes and DVDs		122	\$64.06	\$1,355,155
Video and Computer Game Hardware and Software		130	\$72.33	\$1,530,153
Satellite Dishes		130	\$1.64	\$34,670
Rental of Video Cassettes and DVDs		124	\$51.16	\$1,082,331
Streaming/Downloaded Video		126	\$1.76	\$37,182
Audio (3)		118	\$172.95	\$3,658,681
Rental and Repair of TV/Radio/Sound Equipment		121	\$9.20	\$194,528
Pets		155	\$665.04	\$14,068,852
Toys and Games (4)		125	\$182.43	\$3,859,311
Recreational Vehicles and Fees (5)		124	\$399.14	\$8,443,743
Sports/Recreation/Exercise Equipment (6)		102	\$184.52	\$3,903,416
Photo Equipment and Supplies (7)		128	\$132.97	\$2,812,959
Reading (8)		124	\$192.48	\$4,071,921
Catered Affairs (9)		134	\$33.08	\$699,704
Food		122	\$9,396.79	\$198,787,856
Food at Home		121	\$5,401.60	\$114,270,141
Bakery and Cereal Products		121	\$720.80	\$15,248,370
Meats, Poultry, Fish, and Eggs		120	\$1,247.63	\$26,393,393
Dairy Products		120	\$598.41	\$12,659,356
Fruits and Vegetables		121	\$946.80	\$20,029,371
Snacks and Other Food at Home (10)		121	\$1,887.97	\$39,939,652
Food Away from Home		124	\$3,995.19	\$84,517,714
Alcoholic Beverages		124	\$707.15	\$14,959,732
Nonalcoholic Beverages at Home		121	\$527.74	\$11,164,166

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	121	\$2,099.64	\$44,417,565
Vehicle Loans	125	\$6,142.21	\$129,937,559
Health			
Nonprescription Drugs	120	\$123.29	\$2,608,243
Prescription Drugs	119	\$592.57	\$12,535,782
Eyeglasses and Contact Lenses	126	\$97.21	\$2,056,407
Home			
Mortgage Payment and Basics (11)	137	\$12,827.92	\$271,372,922
Maintenance and Remodeling Services	136	\$2,688.23	\$56,869,178
Maintenance and Remodeling Materials (12)	129	\$477.93	\$10,110,586
Utilities, Fuel, and Public Services	122	\$5,536.29	\$117,119,451
Household Furnishings and Equipment			
Household Textiles (13)	126	\$167.55	\$3,544,431
Furniture	128	\$772.04	\$16,332,399
Floor Coverings	131	\$98.08	\$2,074,827
Major Appliances (14)	126	\$382.36	\$8,088,762
Housewares (15)	110	\$94.32	\$1,995,267
Small Appliances	122	\$40.03	\$846,828
Luggage	131	\$12.17	\$257,527
Telephones and Accessories	84	\$35.98	\$761,148
Household Operations			
Child Care	135	\$623.26	\$13,185,015
Lawn and Garden (16)	129	\$538.75	\$11,397,070
Moving/Storage/Freight Express	118	\$71.83	\$1,519,487
Housekeeping Supplies (17)	123	\$863.53	\$18,267,916
Insurance			
Owners and Renters Insurance	131	\$604.89	\$12,796,395
Vehicle Insurance	123	\$1,438.15	\$30,423,912
Life/Other Insurance	129	\$538.55	\$11,393,018
Health Insurance	121	\$2,339.86	\$49,499,416
Personal Care Products (18)	124	\$495.93	\$10,491,367
School Books and Supplies (19)	122	\$129.73	\$2,744,462
Smoking Products	112	\$479.51	\$10,144,026
Transportation			
Vehicle Purchases (Net Outlay) (20)	125	\$5,508.58	\$116,533,223
Gasoline and Motor Oil	122	\$3,508.70	\$74,225,952
Vehicle Maintenance and Repairs	124	\$1,168.69	\$24,723,539
Travel			
Airline Fares	131	\$599.44	\$12,681,053
Lodging on Trips	131	\$569.87	\$12,055,462
Auto/Truck/Van Rental on Trips	134	\$49.61	\$1,049,431
Food and Drink on Trips	128	\$557.76	\$11,799,254

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
In Style	8.5%	Population	425,303	441,705
Suburban Splendor	7.9%	Households	165,521	172,039
Cozy and Comfortable	6.9%	Families	114,775	118,526
Boomburbs	6.7%	Median Age	39.0	38.8
Sophisticated Squires	5.7%	Median Household Income	\$68,866	\$78,534
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		89	\$2,140.51	\$354,299,655
Men's		84	\$386.89	\$64,038,714
Women's		80	\$665.47	\$110,149,422
Children's		94	\$376.96	\$62,395,379
Footwear		62	\$257.41	\$42,607,180
Watches & Jewelry		131	\$253.60	\$41,975,266
Apparel Products and Services (1)		214	\$200.18	\$33,133,694
Computer				
Computers and Hardware for Home Use		128	\$244.80	\$40,520,234
Software and Accessories for Home Use		129	\$36.73	\$6,079,316
Entertainment & Recreation		130	\$4,192.16	\$693,890,635
Fees and Admissions		135	\$838.60	\$138,806,384
Membership Fees for Clubs (2)		136	\$223.15	\$36,936,202
Fees for Participant Sports, excl. Trips		134	\$142.92	\$23,655,651
Admission to Movie/Theatre/Opera/Ballet		131	\$199.11	\$32,957,360
Admission to Sporting Events, excl. Trips		138	\$82.31	\$13,623,968
Fees for Recreational Lessons		139	\$190.19	\$31,479,991
Dating Services		120	\$0.93	\$153,212
TV/Video/Audio		125	\$1,555.29	\$257,433,301
Community Antenna or Cable TV		124	\$894.59	\$148,074,172
Televisions		131	\$253.49	\$41,958,202
VCRs, Video Cameras, and DVD Players		127	\$25.78	\$4,267,547
Video Cassettes and DVDs		125	\$65.62	\$10,861,840
Video and Computer Game Hardware and Software		133	\$74.00	\$12,247,930
Satellite Dishes		127	\$1.60	\$265,059
Rental of Video Cassettes and DVDs		127	\$52.18	\$8,637,187
Streaming/Downloaded Video		131	\$1.84	\$304,537
Audio (3)		120	\$176.81	\$29,264,993
Rental and Repair of TV/Radio/Sound Equipment		124	\$9.38	\$1,551,833
Pets		155	\$668.54	\$110,658,077
Toys and Games (4)		127	\$184.86	\$30,598,275
Recreational Vehicles and Fees (5)		121	\$390.82	\$64,688,799
Sports/Recreation/Exercise Equipment (6)		102	\$184.35	\$30,513,154
Photo Equipment and Supplies (7)		130	\$134.66	\$22,288,533
Reading (8)		129	\$200.16	\$33,129,808
Catered Affairs (9)		142	\$34.89	\$5,774,303
Food		125	\$9,643.90	\$1,596,268,547
Food at Home		124	\$5,549.33	\$918,531,461
Bakery and Cereal Products		124	\$740.88	\$122,630,603
Meats, Poultry, Fish, and Eggs		124	\$1,282.50	\$212,281,404
Dairy Products		123	\$614.23	\$101,668,257
Fruits and Vegetables		124	\$976.41	\$161,616,766
Snacks and Other Food at Home (10)		124	\$1,935.31	\$320,334,432
Food Away from Home		127	\$4,094.57	\$677,737,086
Alcoholic Beverages		130	\$741.49	\$122,731,642
Nonalcoholic Beverages at Home		124	\$541.32	\$89,599,497

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	126	\$2,183.53	\$361,419,421
Vehicle Loans	124	\$6,105.13	\$1,010,527,714
Health			
Nonprescription Drugs	121	\$124.91	\$20,675,727
Prescription Drugs	122	\$609.04	\$100,808,320
Eyeglasses and Contact Lenses	130	\$99.60	\$16,486,644
Home			
Mortgage Payment and Basics (11)	136	\$12,694.44	\$2,101,197,679
Maintenance and Remodeling Services	136	\$2,703.63	\$447,507,038
Maintenance and Remodeling Materials (12)	126	\$469.60	\$77,728,381
Utilities, Fuel, and Public Services	125	\$5,670.07	\$938,515,636
Household Furnishings and Equipment			
Household Textiles (13)	128	\$170.16	\$28,165,757
Furniture	130	\$781.23	\$129,309,561
Floor Coverings	135	\$101.63	\$16,822,132
Major Appliances (14)	126	\$382.94	\$63,385,242
Housewares (15)	112	\$96.47	\$15,968,512
Small Appliances	126	\$41.21	\$6,821,396
Luggage	133	\$12.36	\$2,045,259
Telephones and Accessories	86	\$36.56	\$6,052,073
Household Operations			
Child Care	134	\$618.16	\$102,319,231
Lawn and Garden (16)	129	\$541.89	\$89,694,932
Moving/Storage/Freight Express	122	\$74.08	\$12,261,589
Housekeeping Supplies (17)	125	\$878.89	\$145,474,609
Insurance			
Owners and Renters Insurance	130	\$601.12	\$99,497,360
Vehicle Insurance	126	\$1,469.99	\$243,313,664
Life/Other Insurance	131	\$545.33	\$90,264,005
Health Insurance	125	\$2,413.79	\$399,533,574
Personal Care Products (18)	127	\$504.42	\$83,491,828
School Books and Supplies (19)	126	\$134.95	\$22,337,486
Smoking Products	118	\$503.57	\$83,350,912
Transportation			
Vehicle Purchases (Net Outlay) (20)	126	\$5,526.35	\$914,727,645
Gasoline and Motor Oil	124	\$3,546.28	\$586,984,039
Vehicle Maintenance and Repairs	127	\$1,192.43	\$197,372,960
Travel			
Airline Fares	134	\$616.21	\$101,996,228
Lodging on Trips	133	\$581.29	\$96,216,169
Auto/Truck/Van Rental on Trips	137	\$50.73	\$8,396,943
Food and Drink on Trips	130	\$568.00	\$94,016,038

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Rustbelt Traditions	6.5%	Population	1,173,690	1,211,889
Cozy and Comfortable	6.3%	Households	470,123	485,840
Boomburbs	5.9%	Families	295,469	303,281
Great Expectations	5.8%	Median Age	36.8	36.8
Old and Newcomers	4.3%	Median Household Income	\$58,194	\$66,514
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		76	\$1,827.99	\$859,378,223
Men's		72	\$328.70	\$154,529,835
Women's		68	\$564.00	\$265,151,145
Children's		81	\$325.27	\$152,918,452
Footwear		53	\$222.61	\$104,655,385
Watches & Jewelry		108	\$210.27	\$98,851,389
Apparel Products and Services (1)		189	\$177.13	\$83,272,018
Computer				
Computers and Hardware for Home Use		109	\$208.53	\$98,035,631
Software and Accessories for Home Use		109	\$30.94	\$14,547,089
Entertainment & Recreation		109	\$3,500.60	\$1,645,714,699
Fees and Admissions		109	\$676.98	\$318,261,918
Membership Fees for Clubs (2)		110	\$179.53	\$84,402,007
Fees for Participant Sports, excl. Trips		108	\$115.64	\$54,363,561
Admission to Movie/Theatre/Opera/Ballet		109	\$165.96	\$78,019,571
Admission to Sporting Events, excl. Trips		112	\$66.93	\$31,467,091
Fees for Recreational Lessons		108	\$148.08	\$69,616,261
Dating Services		109	\$0.84	\$393,426
TV/Video/Audio		108	\$1,342.48	\$631,129,788
Community Antenna or Cable TV		108	\$779.93	\$366,661,596
Televisions		109	\$211.71	\$99,531,552
VCRs, Video Cameras, and DVD Players		109	\$22.27	\$10,470,860
Video Cassettes and DVDs		110	\$57.81	\$27,177,216
Video and Computer Game Hardware and Software		115	\$64.07	\$30,121,966
Satellite Dishes		103	\$1.30	\$610,687
Rental of Video Cassettes and DVDs		111	\$45.61	\$21,440,104
Streaming/Downloaded Video		111	\$1.56	\$731,165
Audio (3)		102	\$150.40	\$70,704,254
Rental and Repair of TV/Radio/Sound Equipment		103	\$7.83	\$3,680,388
Pets		129	\$556.64	\$261,689,778
Toys and Games (4)		109	\$158.26	\$74,400,181
Recreational Vehicles and Fees (5)		94	\$304.83	\$143,309,375
Sports/Recreation/Exercise Equipment (6)		84	\$152.24	\$71,570,725
Photo Equipment and Supplies (7)		108	\$112.16	\$52,730,905
Reading (8)		108	\$167.13	\$78,572,000
Catered Affairs (9)		121	\$29.89	\$14,050,029
Food		108	\$8,299.66	\$3,901,861,840
Food at Home		107	\$4,795.29	\$2,254,375,885
Bakery and Cereal Products		107	\$639.34	\$300,569,711
Meats, Poultry, Fish, and Eggs		107	\$1,112.48	\$523,000,415
Dairy Products		107	\$530.09	\$249,207,715
Fruits and Vegetables		107	\$837.02	\$393,500,697
Snacks and Other Food at Home (10)		108	\$1,676.36	\$788,097,346
Food Away from Home		109	\$3,504.37	\$1,647,485,955
Alcoholic Beverages		112	\$641.87	\$301,755,571
Nonalcoholic Beverages at Home		108	\$471.06	\$221,454,671

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	100	\$1,736.92	\$816,564,009
Vehicle Loans	106	\$5,205.06	\$2,447,020,712
Health			
Nonprescription Drugs	104	\$106.98	\$50,293,606
Prescription Drugs	105	\$524.10	\$246,389,776
Eyeglasses and Contact Lenses	108	\$83.15	\$39,089,615
Home			
Mortgage Payment and Basics (11)	106	\$9,964.13	\$4,684,370,116
Maintenance and Remodeling Services	106	\$2,096.54	\$985,633,736
Maintenance and Remodeling Materials (12)	100	\$371.38	\$174,594,742
Utilities, Fuel, and Public Services	108	\$4,887.81	\$2,297,872,336
Household Furnishings and Equipment			
Household Textiles (13)	107	\$141.71	\$66,622,397
Furniture	108	\$646.19	\$303,788,378
Floor Coverings	110	\$82.26	\$38,673,174
Major Appliances (14)	104	\$315.20	\$148,181,716
Housewares (15)	95	\$81.50	\$38,314,924
Small Appliances	107	\$35.21	\$16,551,359
Luggage	109	\$10.05	\$4,724,456
Telephones and Accessories	75	\$31.83	\$14,963,327
Household Operations			
Child Care	111	\$514.15	\$241,715,139
Lawn and Garden (16)	103	\$432.73	\$203,434,952
Moving/Storage/Freight Express	103	\$62.24	\$29,259,792
Housekeeping Supplies (17)	107	\$750.45	\$352,801,417
Insurance			
Owners and Renters Insurance	106	\$488.49	\$229,650,259
Vehicle Insurance	107	\$1,252.04	\$588,614,113
Life/Other Insurance	107	\$444.54	\$208,986,119
Health Insurance	106	\$2,053.38	\$965,341,029
Personal Care Products (18)	108	\$430.33	\$202,306,139
School Books and Supplies (19)	115	\$123.46	\$58,043,272
Smoking Products	110	\$468.96	\$220,469,889
Transportation			
Vehicle Purchases (Net Outlay) (20)	106	\$4,668.24	\$2,194,647,304
Gasoline and Motor Oil	107	\$3,069.06	\$1,442,835,242
Vehicle Maintenance and Repairs	107	\$1,008.79	\$474,254,085
Travel			
Airline Fares	108	\$495.21	\$232,810,011
Lodging on Trips	106	\$463.77	\$218,031,053
Auto/Truck/Van Rental on Trips	110	\$40.50	\$19,041,783
Food and Drink on Trips	106	\$461.04	\$216,746,125

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March 27, 2012



Retail Goods and Services Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
Longitude: -84.23298

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015	
Population		56,619	59,292	
Households		21,155	22,223	
Families		15,718	16,444	
Median Age		38.1	38.0	
Median Household Income		\$69,986	\$78,874	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	116	\$5.52		\$116,778
Gasoline	122	\$3,432.47		\$72,613,508
Motor Oil	116	\$13.73		\$290,471
Vehicle Parts/Equipment and Accessories	117	\$65.70		\$1,389,784
Tire Purchase/Replacement	124	\$179.45		\$3,796,155
Vehicle Audio/Video Equipment and Installation	126	\$8.93		\$188,998
Vehicle Cleaning Products and Services	125	\$10.21		\$216,031
Services				
Auto Repair Service Policy	129	\$21.34		\$451,346
Membership Fees for Automobile Service Clubs	122	\$26.77		\$566,246
Global Positioning Services	127	\$3.20		\$67,733
Vehicle Air Conditioning Repair	129	\$22.70		\$480,319
Vehicle Body Work and Painting	123	\$47.01		\$994,489
Vehicle Brake Work	125	\$98.66		\$2,087,231
Vehicle Clutch/Transmission Repair	123	\$56.56		\$1,196,556
Vehicle Cooling System Repair	125	\$36.23		\$766,425
Vehicle Drive Shaft and Rear-end Repair	126	\$10.87		\$230,020
Vehicle Electrical System Repair	123	\$42.59		\$901,038
Vehicle Exhaust System Repair	124	\$16.63		\$351,779
Vehicle Front End Alignment/Wheel Balance & Rotation	123	\$22.81		\$482,456
Lube/Oil Change and Oil Filters	123	\$110.54		\$2,338,506
Vehicle Motor Repair/Replacement	125	\$114.86		\$2,429,801
Vehicle Motor Tune-up	127	\$78.52		\$1,661,153
Vehicle Shock Absorber Replacement	125	\$8.33		\$176,306
Vehicle Steering/Front End Repair	123	\$34.04		\$720,198
Tire Repair and Other Repair Work	124	\$80.92		\$1,711,944

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015	
Population		425,303	441,705	
Households		165,521	172,039	
Families		114,775	118,526	
Median Age		39.0	38.8	
Median Household Income		\$68,866	\$78,534	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	117	\$5.56		\$919,935
Gasoline	124	\$3,473.69		\$574,969,700
Motor Oil	115	\$13.70		\$2,267,038
Vehicle Parts/Equipment and Accessories	119	\$66.75		\$11,048,352
Tire Purchase/Replacement	124	\$179.60		\$29,727,126
Vehicle Audio/Video Equipment and Installation	129	\$9.12		\$1,509,152
Vehicle Cleaning Products and Services	128	\$10.42		\$1,725,015
Services				
Auto Repair Service Policy	129	\$21.23		\$3,514,678
Membership Fees for Automobile Service Clubs	128	\$28.01		\$4,636,556
Global Positioning Services	131	\$3.31		\$547,668
Vehicle Air Conditioning Repair	132	\$23.18		\$3,837,561
Vehicle Body Work and Painting	127	\$48.52		\$8,031,587
Vehicle Brake Work	130	\$102.81		\$17,016,573
Vehicle Clutch/Transmission Repair	122	\$56.28		\$9,315,359
Vehicle Cooling System Repair	127	\$37.02		\$6,127,983
Vehicle Drive Shaft and Rear-end Repair	127	\$11.00		\$1,820,023
Vehicle Electrical System Repair	128	\$44.09		\$7,297,328
Vehicle Exhaust System Repair	130	\$17.40		\$2,880,785
Vehicle Front End Alignment/Wheel Balance & Rotation	127	\$23.48		\$3,885,837
Lube/Oil Change and Oil Filters	125	\$112.38		\$18,600,729
Vehicle Motor Repair/Replacement	127	\$116.42		\$19,269,961
Vehicle Motor Tune-up	130	\$80.13		\$13,263,576
Vehicle Shock Absorber Replacement	130	\$8.64		\$1,430,499
Vehicle Steering/Front End Repair	128	\$35.40		\$5,859,867
Tire Repair and Other Repair Work	129	\$83.93		\$13,892,211

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Households		470,123	485,840
Families		295,469	303,281
Median Age		36.8	36.8
Median Household Income		\$58,194	\$66,514
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	105	\$4.99	\$2,346,050
Gasoline	107	\$3,008.99	\$1,414,595,451
Motor Oil	102	\$12.08	\$5,678,187
Vehicle Parts/Equipment and Accessories	103	\$57.37	\$26,969,504
Tire Purchase/Replacement	105	\$151.13	\$71,050,620
Vehicle Audio/Video Equipment and Installation	108	\$7.64	\$3,592,772
Vehicle Cleaning Products and Services	106	\$8.61	\$4,047,114
Services			
Auto Repair Service Policy	108	\$17.82	\$8,377,903
Membership Fees for Automobile Service Clubs	105	\$22.98	\$10,805,123
Global Positioning Services	108	\$2.72	\$1,279,481
Vehicle Air Conditioning Repair	111	\$19.54	\$9,188,173
Vehicle Body Work and Painting	107	\$40.83	\$19,195,761
Vehicle Brake Work	109	\$86.26	\$40,553,642
Vehicle Clutch/Transmission Repair	103	\$47.58	\$22,367,724
Vehicle Cooling System Repair	109	\$31.57	\$14,839,567
Vehicle Drive Shaft and Rear-end Repair	109	\$9.40	\$4,419,514
Vehicle Electrical System Repair	110	\$37.91	\$17,820,202
Vehicle Exhaust System Repair	111	\$14.87	\$6,991,257
Vehicle Front End Alignment/Wheel Balance & Rotation	107	\$19.84	\$9,326,323
Lube/Oil Change and Oil Filters	108	\$96.62	\$45,425,303
Vehicle Motor Repair/Replacement	107	\$97.95	\$46,050,196
Vehicle Motor Tune-up	107	\$65.97	\$31,014,547
Vehicle Shock Absorber Replacement	111	\$7.43	\$3,492,470
Vehicle Steering/Front End Repair	109	\$30.17	\$14,185,201
Tire Repair and Other Repair Work	109	\$70.87	\$33,317,282

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.
Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Households		21,155	22,223
Families		15,718	16,444
Median Age		38.1	38.0
Median Household Income		\$69,986	\$78,874
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	126	\$7,508.10	\$158,832,797
Savings Accounts	126	\$16,643.40	\$352,088,805
U.S. Savings Bonds	130	\$534.84	\$11,314,400
Stocks, Bonds & Mutual Funds	134	\$52,395.33	\$1,108,415,872
Annual Changes			
Checking Accounts	150	\$391.83	\$8,289,063
Savings Accounts	114	\$444.64	\$9,406,330
U.S. Savings Bonds	122	\$2.91	\$61,519
Earnings			
Dividends, Royalties, Estates, Trusts	128	\$1,261.99	\$26,697,248
Interest from Savings Accounts or Bonds	127	\$1,159.61	\$24,531,448
Retirement Plan Contributions	137	\$1,885.65	\$39,890,674
Liabilities			
Original Mortgage Amount	141	\$30,337.42	\$641,783,885
Vehicle Loan Amount 1	124	\$3,368.92	\$71,269,132
Amount Paid: Interest			
Home Mortgage	140	\$6,489.23	\$137,278,830
Lump Sum Home Equity Loan	134	\$174.25	\$3,686,160
New Car/Truck/Van Loan	129	\$269.39	\$5,698,986
Used Car/Truck/Van Loan	120	\$195.20	\$4,129,445
Amount Paid: Principal			
Home Mortgage	138	\$2,737.69	\$57,915,348
Lump Sum Home Equity Loan	132	\$220.45	\$4,663,559
New Car/Truck/Van Loan	130	\$1,446.39	\$30,598,272
Used Car/Truck/Van Loan	120	\$913.28	\$19,320,251
Checking Account and Banking Service Charges	120	\$33.21	\$702,587
Finance Charges, excluding Mortgage/Vehicle	124	\$304.49	\$6,441,418

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613

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Demographic Summary		2010	2015
Population		425,303	441,705
Households		165,521	172,039
Families		114,775	118,526
Median Age		39.0	38.8
Median Household Income		\$68,866	\$78,534
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	131	\$7,744.47	\$1,281,873,975
Savings Accounts	131	\$17,274.05	\$2,859,219,999
U.S. Savings Bonds	134	\$553.23	\$91,570,958
Stocks, Bonds & Mutual Funds	139	\$54,324.82	\$8,991,903,522
Annual Changes			
Checking Accounts	147	\$382.12	\$63,248,289
Savings Accounts	128	\$501.32	\$82,978,996
U.S. Savings Bonds	154	\$3.67	\$608,124
Earnings			
Dividends, Royalties, Estates, Trusts	134	\$1,314.89	\$217,641,679
Interest from Savings Accounts or Bonds	132	\$1,212.68	\$200,724,126
Retirement Plan Contributions	138	\$1,891.52	\$313,086,963
Liabilities			
Original Mortgage Amount	137	\$29,409.02	\$4,867,813,618
Vehicle Loan Amount 1	123	\$3,349.00	\$554,330,399
Amount Paid: Interest			
Home Mortgage	136	\$6,331.37	\$1,047,975,992
Lump Sum Home Equity Loan	135	\$174.91	\$28,951,264
New Car/Truck/Van Loan	128	\$266.98	\$44,190,744
Used Car/Truck/Van Loan	120	\$195.23	\$32,313,933
Amount Paid: Principal			
Home Mortgage	136	\$2,693.44	\$445,820,552
Lump Sum Home Equity Loan	133	\$222.95	\$36,902,861
New Car/Truck/Van Loan	129	\$1,437.88	\$237,999,057
Used Car/Truck/Van Loan	120	\$913.74	\$151,243,603
Checking Account and Banking Service Charges	123	\$34.23	\$5,665,156
Finance Charges, excluding Mortgage/Vehicle	127	\$310.63	\$51,415,114

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613

Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Households		470,123	485,840
Families		295,469	303,281
Median Age		36.8	36.8
Median Household Income		\$58,194	\$66,514
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	106	\$6,295.23	\$2,959,534,926
Savings Accounts	106	\$13,944.58	\$6,555,670,278
U.S. Savings Bonds	108	\$446.26	\$209,795,489
Stocks, Bonds & Mutual Funds	109	\$42,584.39	\$20,019,907,418
Annual Changes			
Checking Accounts	113	\$294.34	\$138,374,765
Savings Accounts	106	\$413.77	\$194,524,346
U.S. Savings Bonds	27	\$0.66	\$308,133
Earnings			
Dividends, Royalties, Estates, Trusts	107	\$1,047.22	\$492,320,862
Interest from Savings Accounts or Bonds	107	\$975.68	\$458,688,915
Retirement Plan Contributions	109	\$1,499.51	\$704,954,891
Liabilities			
Original Mortgage Amount	107	\$22,919.59	\$10,775,028,800
Vehicle Loan Amount 1	105	\$2,867.48	\$1,348,070,628
Amount Paid: Interest			
Home Mortgage	106	\$4,946.59	\$2,325,505,807
Lump Sum Home Equity Loan	105	\$136.47	\$64,158,189
New Car/Truck/Van Loan	106	\$221.82	\$104,283,631
Used Car/Truck/Van Loan	106	\$172.67	\$81,177,965
Amount Paid: Principal			
Home Mortgage	106	\$2,100.40	\$987,447,861
Lump Sum Home Equity Loan	105	\$175.41	\$82,463,768
New Car/Truck/Van Loan	107	\$1,193.35	\$561,022,067
Used Car/Truck/Van Loan	106	\$806.49	\$379,150,319
Checking Account and Banking Service Charges	109	\$30.41	\$14,297,325
Finance Charges, excluding Mortgage/Vehicle	108	\$264.87	\$124,522,085

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
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2010 Housing Summary		2010 Demographic Summary		
Housing Units	22,450	Population	56,619	
2010-2015 Percent Change	6.36%	Households	21,155	
Percent Occupied	94.2%	Families	15,718	
Percent Owner HHs	79.2%	Median Age	38.1	
Median Home Value	\$159,402	Median Household Income	\$69,986	
		Spending Potential	Average Amount	
		Index	Spent	
			Total	
Owned Dwellings		136	\$16,102.47	\$340,645,618
Mortgage Interest		140	\$6,489.23	\$137,278,830
Mortgage Principal		138	\$2,737.69	\$57,915,348
Property Taxes		132	\$2,925.11	\$61,880,302
Homeowners Insurance		131	\$591.58	\$12,514,859
Ground Rent		117	\$85.05	\$1,799,266
Maintenance and Remodeling Services		136	\$2,688.23	\$56,869,178
Maintenance and Remodeling Materials		129	\$477.93	\$10,110,586
Property Management and Security		126	\$107.46	\$2,273,377
Rented Dwellings		91	\$3,117.52	\$65,950,618
Rent		91	\$2,947.03	\$62,344,018
Rent Received as Pay		83	\$76.19	\$1,611,803
Renters' Insurance		102	\$13.34	\$282,156
Maintenance and Repair Services		96	\$20.31	\$429,662
Maintenance and Repair Materials		114	\$60.65	\$1,282,978
Owned Vacation Homes		133	\$617.01	\$13,052,828
Mortgage Payment		137	\$279.44	\$5,911,590
Property Taxes		129	\$145.16	\$3,070,896
Homeowners Insurance		128	\$18.91	\$400,136
Maintenance and Remodeling		130	\$150.99	\$3,194,179
Property Management and Security		131	\$22.50	\$476,026
Housing While Attending School		135	\$110.36	\$2,334,709
Household Operations		127	\$2,010.28	\$42,527,097
Child Care		135	\$623.26	\$13,185,015
Care for Elderly or Handicapped		131	\$94.28	\$1,994,415
Appliance Rental and Repair		129	\$31.29	\$661,980
Computer Information Services		125	\$304.57	\$6,443,187
Home Security System Services		137	\$35.80	\$757,244
Non-Apparel Household Laundry/Dry Cleaning		15	\$5.69	\$120,427
Housekeeping Services		133	\$204.34	\$4,322,884
Lawn and Garden		129	\$538.74	\$11,397,070
Moving/Storage/Freight Express		118	\$71.83	\$1,519,487
PC Repair (Personal Use)		120	\$10.65	\$225,270
Reupholstering/Furniture Repair		133	\$10.55	\$223,091
Termite/Pest Control		133	\$32.34	\$684,153
Water Softening Services		112	\$6.30	\$133,196
Internet Services Away from Home		128	\$3.41	\$72,229
Voice Over IP Service		119	\$7.95	\$168,087
Other Home Services (1)		128	\$29.18	\$617,301

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

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Latitude: 39.19613
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	122	\$5,536.29	\$117,119,451
Bottled Gas	104	\$70.31	\$1,487,293
Electricity	122	\$2,072.42	\$43,841,790
Fuel Oil	105	\$117.04	\$2,476,005
Natural Gas	126	\$822.33	\$17,396,334
Telephone Services	121	\$1,743.90	\$36,891,944
Water and Other Public Services	128	\$701.97	\$14,850,106
Coal/Wood/Other Fuel	98	\$8.49	\$179,686
Housekeeping Supplies	123	\$863.53	\$18,267,916
Laundry and Cleaning Supplies	122	\$233.03	\$4,929,746
Postage and Stationery	123	\$250.82	\$5,306,067
Other HH Products (2)	124	\$379.72	\$8,032,976
Household Textiles	126	\$167.55	\$3,544,431
Bathroom Linens	124	\$22.05	\$466,549
Bedroom Linens	125	\$77.83	\$1,646,565
Kitchen and Dining Room Linens	128	\$3.94	\$83,406
Curtains and Draperies	128	\$37.03	\$783,323
Slipcovers, Decorative Pillows	128	\$5.47	\$115,646
Materials for Slipcovers/Curtains	124	\$19.02	\$402,441
Other Linens	126	\$2.21	\$46,690
Furniture	128	\$772.04	\$16,332,399
Mattresses and Box Springs	124	\$98.93	\$2,092,836
Other Bedroom Furniture	129	\$138.50	\$2,929,914
Sofas	126	\$190.59	\$4,031,912
Living Room Tables and Chairs	128	\$105.82	\$2,238,492
Kitchen, Dining Room Furniture	131	\$80.99	\$1,713,350
Infant Furniture	130	\$14.54	\$307,513
Outdoor Furniture	137	\$36.46	\$771,315
Wall Units, Cabinets, Other Furniture (3)	134	\$106.26	\$2,247,998
Major Appliances	126	\$382.36	\$8,088,762
Dishwashers and Disposals	128	\$35.11	\$742,802
Refrigerators and Freezers	127	\$104.25	\$2,205,439
Clothes Washers	128	\$64.05	\$1,355,018
Clothes Dryers	129	\$49.12	\$1,039,162
Cooking Stoves and Ovens	128	\$60.44	\$1,278,578
Microwave Ovens	121	\$15.50	\$327,856
Window Air Conditioners	104	\$7.33	\$155,114
Electric Floor Cleaning Equipment	120	\$26.93	\$569,657
Sewing Machines and Miscellaneous Appliances	122	\$19.64	\$415,529

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	131	\$98.08	\$2,074,827
Housewares	110	\$94.32	\$1,995,267
Small Appliances	122	\$40.03	\$846,828
Window Coverings	139	\$54.18	\$1,146,250
Lamps and Other Lighting Fixtures	131	\$30.88	\$653,333
Infant Equipment	34	\$6.84	\$144,664
Rental of Furniture	97	\$4.50	\$95,273
Laundry and Cleaning Equipment	122	\$27.29	\$577,329
Closet and Storage Items	25	\$6.29	\$133,026
Luggage	131	\$12.17	\$257,527
Clocks and Other Household Decoratives	37	\$75.64	\$1,600,088
Telephones and Accessories	84	\$35.98	\$761,148
Telephone Answering Devices	121	\$1.02	\$21,513
Grills and Outdoor Equipment	34	\$17.81	\$376,751
Power Tools	114	\$36.56	\$773,524
Hand Tools	120	\$12.33	\$260,937
Office Furniture/Equipment for Home Use	134	\$21.92	\$463,709
Computers and Hardware for Home Use	125	\$240.07	\$5,078,619
Software and Accessories for Home Use	126	\$35.85	\$758,491
Other Household Items (4)	123	\$127.71	\$2,701,661

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

2010 Housing Summary		2010 Demographic Summary	
Housing Units	178,862	Population	425,303
2010-2015 Percent Change	4.53%	Households	165,521
Percent Occupied	92.5%	Families	114,775
Percent Owner HHs	72.7%	Median Age	39.0
Median Home Value	\$159,672	Median Household Income	\$68,866
		Spending Potential Index	Average Amount Spent
			Total
Owned Dwellings		135	\$15,981.92
			\$2,645,345,333
Mortgage Interest		136	\$6,331.37
Mortgage Principal		136	\$2,693.44
Property Taxes		135	\$2,998.75
Homeowners Insurance		130	\$585.76
Ground Rent		117	\$85.28
Maintenance and Remodeling Services		136	\$2,703.63
Maintenance and Remodeling Materials		126	\$469.60
Property Management and Security		133	\$114.05
Rented Dwellings		109	\$3,741.47
			\$619,291,693
Rent		109	\$3,554.53
Rent Received as Pay		98	\$90.35
Renters' Insurance		118	\$15.37
Maintenance and Repair Services		105	\$22.28
Maintenance and Repair Materials		111	\$58.95
Owned Vacation Homes		138	\$642.23
			\$106,302,619
Mortgage Payment		140	\$285.46
Property Taxes		137	\$154.07
Homeowners Insurance		136	\$20.16
Maintenance and Remodeling		137	\$158.90
Property Management and Security		138	\$23.64
Housing While Attending School		139	\$113.24
Household Operations		129	\$2,029.04
			\$335,848,210
Child Care		134	\$618.16
Care for Elderly or Handicapped		141	\$101.75
Appliance Rental and Repair		130	\$31.71
Computer Information Services		128	\$311.50
Home Security System Services		136	\$35.66
Non-Apparel Household Laundry/Dry Cleaning		17	\$6.39
Housekeeping Services		135	\$206.34
Lawn and Garden		129	\$541.89
Moving/Storage/Freight Express		122	\$74.08
PC Repair (Personal Use)		122	\$10.80
Reupholstering/Furniture Repair		135	\$10.71
Termite/Pest Control		129	\$31.42
Water Softening Services		110	\$6.19
Internet Services Away from Home		130	\$3.48
Voice Over IP Service		130	\$8.70
Other Home Services (1)		132	\$30.22

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	125	\$5,670.07	\$938,515,636
Bottled Gas	101	\$68.73	\$11,376,250
Electricity	124	\$2,101.11	\$347,778,036
Fuel Oil	121	\$135.17	\$22,373,319
Natural Gas	132	\$866.04	\$143,347,485
Telephone Services	124	\$1,786.46	\$295,696,954
Water and Other Public Services	129	\$704.29	\$116,574,224
Coal/Wood/Other Fuel	96	\$8.32	\$1,376,767
Housekeeping Supplies	125	\$878.89	\$145,474,609
Laundry and Cleaning Supplies	124	\$235.98	\$39,060,297
Postage and Stationery	125	\$256.43	\$42,444,856
Other HH Products (2)	126	\$386.48	\$63,971,140
Household Textiles	128	\$170.16	\$28,165,757
Bathroom Linens	127	\$22.58	\$3,737,435
Bedroom Linens	128	\$79.27	\$13,120,910
Kitchen and Dining Room Linens	129	\$3.98	\$659,281
Curtains and Draperies	129	\$37.21	\$6,158,466
Slipcovers, Decorative Pillows	130	\$5.58	\$923,269
Materials for Slipcovers/Curtains	126	\$19.27	\$3,190,019
Other Linens	130	\$2.28	\$376,716
Furniture	130	\$781.23	\$129,309,561
Mattresses and Box Springs	125	\$99.72	\$16,506,046
Other Bedroom Furniture	129	\$137.95	\$22,832,990
Sofas	130	\$196.53	\$32,530,259
Living Room Tables and Chairs	130	\$107.89	\$17,858,690
Kitchen, Dining Room Furniture	132	\$81.48	\$13,487,034
Infant Furniture	131	\$14.61	\$2,418,489
Outdoor Furniture	140	\$37.21	\$6,159,567
Wall Units, Cabinets, Other Furniture (3)	133	\$105.84	\$17,518,036
Major Appliances	126	\$382.94	\$63,385,242
Dishwashers and Disposals	129	\$35.18	\$5,822,783
Refrigerators and Freezers	125	\$102.98	\$17,045,618
Clothes Washers	127	\$63.75	\$10,551,971
Clothes Dryers	129	\$49.12	\$8,129,925
Cooking Stoves and Ovens	129	\$60.83	\$10,069,316
Microwave Ovens	126	\$16.09	\$2,663,743
Window Air Conditioners	109	\$7.65	\$1,265,989
Electric Floor Cleaning Equipment	120	\$27.03	\$4,473,650
Sewing Machines and Miscellaneous Appliances	126	\$20.32	\$3,363,010

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	135	\$101.63	\$16,822,132
Housewares	112	\$96.47	\$15,968,512
Small Appliances	126	\$41.21	\$6,821,396
Window Coverings	137	\$53.12	\$8,792,471
Lamps and Other Lighting Fixtures	133	\$31.33	\$5,185,916
Infant Equipment	34	\$6.92	\$1,145,179
Rental of Furniture	106	\$4.92	\$814,659
Laundry and Cleaning Equipment	124	\$27.64	\$4,574,202
Closet and Storage Items	26	\$6.47	\$1,071,710
Luggage	133	\$12.36	\$2,045,259
Clocks and Other Household Decoratives	38	\$76.94	\$12,734,789
Telephones and Accessories	86	\$36.56	\$6,052,073
Telephone Answering Devices	124	\$1.04	\$172,931
Grills and Outdoor Equipment	34	\$18.01	\$2,981,538
Power Tools	115	\$36.85	\$6,099,120
Hand Tools	123	\$12.74	\$2,109,369
Office Furniture/Equipment for Home Use	134	\$21.92	\$3,628,964
Computers and Hardware for Home Use	128	\$244.80	\$40,520,234
Software and Accessories for Home Use	129	\$36.73	\$6,079,316
Other Household Items (4)	125	\$129.64	\$21,458,336

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	527,960	Population	1,173,690
2010-2015 Percent Change	3.89%	Households	470,123
Percent Occupied	89.0%	Families	295,469
Percent Owner HHS	62.6%	Median Age	36.8
Median Home Value	\$140,357	Median Household Income	\$58,194
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	106	\$12,521.66	\$5,886,722,020
Mortgage Interest	106	\$4,946.59	\$2,325,505,807
Mortgage Principal	106	\$2,100.40	\$987,447,861
Property Taxes	107	\$2,371.89	\$1,115,079,668
Homeowners Insurance	105	\$472.81	\$222,279,937
Ground Rent	100	\$72.45	\$34,060,884
Maintenance and Remodeling Services	106	\$2,096.54	\$985,633,736
Maintenance and Remodeling Materials	100	\$371.38	\$174,594,742
Property Management and Security	105	\$89.59	\$42,118,204
Rented Dwellings	118	\$4,042.26	\$1,900,361,117
Rent	118	\$3,851.69	\$1,810,766,361
Rent Received as Pay	111	\$102.33	\$48,107,137
Renters' Insurance	120	\$15.68	\$7,370,549
Maintenance and Repair Services	104	\$22.03	\$10,358,508
Maintenance and Repair Materials	95	\$50.54	\$23,758,562
Owned Vacation Homes	105	\$489.49	\$230,121,921
Mortgage Payment	106	\$217.19	\$102,104,317
Property Taxes	105	\$118.49	\$55,704,783
Homeowners Insurance	104	\$15.46	\$7,268,598
Maintenance and Remodeling	103	\$120.31	\$56,561,780
Property Management and Security	105	\$18.04	\$8,482,443
Housing While Attending School	113	\$92.20	\$43,346,746
Household Operations	106	\$1,665.14	\$782,820,248
Child Care	111	\$514.15	\$241,715,139
Care for Elderly or Handicapped	119	\$85.71	\$40,292,768
Appliance Rental and Repair	107	\$26.11	\$12,273,940
Computer Information Services	108	\$264.59	\$124,388,070
Home Security System Services	109	\$28.48	\$13,386,994
Non-Apparel Household Laundry/Dry Cleaning	17	\$6.36	\$2,991,466
Housekeeping Services	106	\$161.84	\$76,082,613
Lawn and Garden	103	\$432.73	\$203,434,952
Moving/Storage/Freight Express	103	\$62.24	\$29,259,792
PC Repair (Personal Use)	105	\$9.27	\$4,360,150
Reupholstering/Furniture Repair	106	\$8.41	\$3,953,032
Termite/Pest Control	103	\$25.15	\$11,822,394
Water Softening Services	99	\$5.54	\$2,605,521
Internet Services Away from Home	110	\$2.94	\$1,384,237
Voice Over IP Service	113	\$7.56	\$3,556,353
Other Home Services (1)	105	\$24.06	\$11,312,586

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	108	\$4,887.81	\$2,297,872,336
Bottled Gas	88	\$59.32	\$27,889,074
Electricity	108	\$1,826.15	\$858,515,857
Fuel Oil	97	\$108.34	\$50,935,431
Natural Gas	113	\$736.01	\$346,016,974
Telephone Services	108	\$1,563.52	\$735,046,039
Water and Other Public Services	107	\$587.16	\$276,038,580
Coal/Wood/Other Fuel	85	\$7.30	\$3,431,075
Housekeeping Supplies	107	\$750.44	\$352,801,417
Laundry and Cleaning Supplies	108	\$204.87	\$96,316,101
Postage and Stationery	105	\$214.75	\$100,959,447
Other HH Products (2)	108	\$330.82	\$155,525,988
Household Textiles	107	\$141.71	\$66,622,397
Bathroom Linens	109	\$19.41	\$9,126,746
Bedroom Linens	108	\$67.20	\$31,593,519
Kitchen and Dining Room Linens	108	\$3.32	\$1,562,205
Curtains and Draperies	102	\$29.37	\$13,807,851
Slipcovers, Decorative Pillows	111	\$4.77	\$2,240,702
Materials for Slipcovers/Curtains	103	\$15.72	\$7,389,076
Other Linens	110	\$1.92	\$902,319
Furniture	108	\$646.19	\$303,788,378
Mattresses and Box Springs	105	\$83.46	\$39,236,281
Other Bedroom Furniture	108	\$116.10	\$54,582,951
Sofas	108	\$164.17	\$77,179,303
Living Room Tables and Chairs	107	\$88.50	\$41,606,445
Kitchen, Dining Room Furniture	108	\$67.03	\$31,510,736
Infant Furniture	111	\$12.41	\$5,832,555
Outdoor Furniture	109	\$28.99	\$13,627,866
Wall Units, Cabinets, Other Furniture (3)	107	\$85.54	\$40,212,315
Major Appliances	104	\$315.20	\$148,181,716
Dishwashers and Disposals	102	\$27.79	\$13,065,860
Refrigerators and Freezers	103	\$84.66	\$39,798,429
Clothes Washers	106	\$53.01	\$24,922,288
Clothes Dryers	108	\$41.16	\$19,349,397
Cooking Stoves and Ovens	104	\$49.03	\$23,050,508
Microwave Ovens	107	\$13.72	\$6,448,062
Window Air Conditioners	101	\$7.06	\$3,319,654
Electric Floor Cleaning Equipment	100	\$22.51	\$10,581,605
Sewing Machines and Miscellaneous Appliances	101	\$16.26	\$7,646,009

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	110	\$82.26	\$38,673,174
Housewares	95	\$81.50	\$38,314,924
Small Appliances	107	\$35.21	\$16,551,359
Window Coverings	104	\$40.52	\$19,049,848
Lamps and Other Lighting Fixtures	108	\$25.45	\$11,966,878
Infant Equipment	30	\$6.07	\$2,852,131
Rental of Furniture	115	\$5.31	\$2,497,572
Laundry and Cleaning Equipment	105	\$23.53	\$11,062,680
Closet and Storage Items	22	\$5.43	\$2,554,438
Luggage	109	\$10.05	\$4,724,456
Clocks and Other Household Decoratives	31	\$62.86	\$29,550,596
Telephones and Accessories	75	\$31.83	\$14,963,327
Telephone Answering Devices	105	\$0.88	\$414,768
Grills and Outdoor Equipment	27	\$14.20	\$6,675,645
Power Tools	95	\$30.51	\$14,344,765
Hand Tools	106	\$10.99	\$5,165,791
Office Furniture/Equipment for Home Use	109	\$17.87	\$8,402,604
Computers and Hardware for Home Use	109	\$208.53	\$98,035,631
Software and Accessories for Home Use	109	\$30.94	\$14,547,089
Other Household Items (4)	103	\$107.17	\$50,382,279

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Households		21,155	22,223
Families		15,718	16,444
Median Household Income		\$69,986	\$78,874
Males per 100 Females		94.6	94.8
Population By Age			
Population <5 Years		7.4%	7.3%
Population 5-17 Years		19.5%	19.6%
Population 65+ Years		11.6%	13.1%
Median Age		38.1	38.0
		Spending Potential Index	Average Amount Spent
			Total
Health Care		121	\$4,523.87
			\$95,701,809
Medical Care		122	\$2,184.10
			\$46,204,435
Physician Services	125	\$282.50	\$5,976,224
Dental Services	124	\$404.47	\$8,556,464
Eyecare Services	125	\$62.38	\$1,319,581
Lab Tests, X-Rays	124	\$68.20	\$1,442,814
Hospital Room and Hospital Services	125	\$170.93	\$3,616,022
Convalescent or Nursing Home Care	109	\$25.18	\$532,711
Other Medical services (1)	127	\$141.60	\$2,995,515
Nonprescription Drugs	120	\$123.29	\$2,608,243
Prescription Drugs	119	\$592.57	\$12,535,782
Nonprescription Vitamins	121	\$68.57	\$1,450,591
Medicare Prescription Drug Premium	106	\$52.66	\$1,113,913
Eyeglasses and Contact Lenses	126	\$97.21	\$2,056,407
Hearing Aids	107	\$23.22	\$491,165
Medical Equipment for General Use	131	\$8.25	\$174,534
Other Medical Supplies (2)	123	\$63.05	\$1,333,779
Health Insurance		121	\$2,339.86
			\$49,499,416
Blue Cross/Blue Shield	125	\$702.06	\$14,851,938
Commercial Health Insurance	130	\$484.62	\$10,252,094
Health Maintenance Organization	124	\$413.98	\$8,757,693
Medicare Payments	109	\$448.36	\$9,484,970
Long Term Care Insurance	122	\$101.56	\$2,148,385
Other Health Insurance (3)	112	\$189.39	\$4,006,435

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Households		165,521	172,039
Families		114,775	118,526
Median Household Income		\$68,866	\$78,534
Males per 100 Females		93.4	93.6
Population By Age			
Population <5 Years		6.9%	6.8%
Population 5-17 Years		18.1%	17.9%
Population 65+ Years		13.3%	14.8%
Median Age		39.0	38.8
		Spending Potential Index	Average Amount Spent
			Total
Health Care		125	\$4,648.39
			\$769,406,632
Medical Care		125	\$2,234.62
			\$369,877,408
Physician Services	126	\$284.91	\$47,159,422
Dental Services	128	\$415.92	\$68,843,744
Eyecare Services	127	\$63.25	\$10,469,413
Lab Tests, X-Rays	124	\$68.21	\$11,289,952
Hospital Room and Hospital Services	125	\$171.79	\$28,434,826
Convalescent or Nursing Home Care	123	\$28.37	\$4,696,341
Other Medical services (1)	128	\$143.01	\$23,671,078
Nonprescription Drugs	121	\$124.91	\$20,675,727
Prescription Drugs	122	\$609.04	\$100,808,320
Nonprescription Vitamins	125	\$70.69	\$11,700,768
Medicare Prescription Drug Premium	115	\$56.95	\$9,425,766
Eyeglasses and Contact Lenses	130	\$99.60	\$16,486,644
Hearing Aids	113	\$24.68	\$4,084,923
Medical Equipment for General Use	132	\$8.33	\$1,378,070
Other Medical Supplies (2)	127	\$64.95	\$10,750,836
Health Insurance		125	\$2,413.79
			\$399,533,574
Blue Cross/Blue Shield	127	\$712.75	\$117,975,759
Commercial Health Insurance	131	\$490.29	\$81,152,875
Health Maintenance Organization	127	\$424.76	\$70,306,297
Medicare Payments	117	\$482.09	\$79,795,766
Long Term Care Insurance	127	\$106.10	\$17,561,568
Other Health Insurance (3)	117	\$197.84	\$32,745,943

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

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Medical Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz
Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Households		470,123	485,840
Families		295,469	303,281
Median Household Income		\$58,194	\$66,514
Males per 100 Females		93.8	94.0
Population By Age			
Population <5 Years		7.0%	6.9%
Population 5-17 Years		17.4%	17.3%
Population 65+ Years		12.6%	13.9%
Median Age		36.8	36.8
		Spending Potential Index	Average Amount Spent
			Total
Health Care		106	\$3,942.62
			\$1,853,517,835
Medical Care		105	\$1,889.24
			\$888,177,379
Physician Services	106	\$239.68	\$112,680,640
Dental Services	105	\$341.54	\$160,563,727
Eyecare Services	106	\$53.16	\$24,993,538
Lab Tests, X-Rays	105	\$57.78	\$27,164,086
Hospital Room and Hospital Services	108	\$147.58	\$69,380,650
Convalescent or Nursing Home Care	99	\$22.95	\$10,788,518
Other Medical services (1)	106	\$118.42	\$55,673,304
Nonprescription Drugs	104	\$106.98	\$50,293,606
Prescription Drugs	105	\$524.10	\$246,389,776
Nonprescription Vitamins	106	\$59.91	\$28,167,176
Medicare Prescription Drug Premium	103	\$51.34	\$24,137,699
Eyeglasses and Contact Lenses	108	\$83.15	\$39,089,615
Hearing Aids	93	\$20.28	\$9,533,637
Medical Equipment for General Use	112	\$7.08	\$3,329,782
Other Medical Supplies (2)	108	\$55.29	\$25,991,385
Health Insurance		106	\$2,053.38
			\$965,341,029
Blue Cross/Blue Shield	107	\$597.69	\$280,986,225
Commercial Health Insurance	110	\$410.87	\$193,160,983
Health Maintenance Organization	107	\$356.77	\$167,725,321
Medicare Payments	104	\$427.46	\$200,957,360
Long Term Care Insurance	104	\$86.65	\$40,736,905
Other Health Insurance (3)	103	\$173.94	\$81,774,947

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 10 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		56,619	59,292
Households		21,155	22,223
Families		15,718	16,444
Median Age		38.1	38.0
Median Household Income		\$69,986	\$78,874
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	133	\$820.36	\$17,354,666
Admission to Movies, Theater, Opera, Ballet	127	\$193.32	\$4,089,750
Admission to Sporting Events, excl.Trips	137	\$81.61	\$1,726,494
Fees for Participant Sports, excl.Trips	132	\$140.86	\$2,979,957
Fees for Recreational Lessons	138	\$187.87	\$3,974,290
Membership Fees for Social/Recreation/Civic Clubs	132	\$215.88	\$4,566,840
Dating Services	106	\$0.82	\$17,334
Rental of Video Cassettes and DVDs	124	\$51.16	\$1,082,331
Toys & Games	125	\$182.43	\$3,859,311
Toys and Playground Equipment	126	\$177.41	\$3,753,109
Play Arcade Pinball/Video Games	118	\$2.23	\$47,226
Online Entertainment and Games	121	\$2.80	\$59,164
Recreational Vehicles and Fees	124	\$399.14	\$8,443,743
Docking and Landing Fees for Boats and Planes	132	\$9.37	\$198,118
Camp Fees	137	\$39.40	\$833,417
Purchase of RVs or Boats	122	\$339.25	\$7,176,850
Rental of RVs or Boats	130	\$11.15	\$235,800
Sports, Recreation and Exercise Equipment	102	\$184.52	\$3,903,416
Exercise Equipment and Gear, Game Tables	109	\$89.47	\$1,892,705
Bicycles	128	\$25.40	\$537,370
Camping Equipment	52	\$7.54	\$159,424
Hunting and Fishing Equipment	75	\$28.78	\$608,905
Winter Sports Equipment	123	\$7.92	\$167,464
Water Sports Equipment	122	\$8.13	\$171,975
Other Sports Equipment	128	\$12.13	\$256,702
Rental/Repair of Sports/Recreation/Exercise Equipment	129	\$5.16	\$109,071
Photographic Equipment and Supplies	128	\$132.97	\$2,812,959
Film	120	\$8.82	\$186,522
Film Processing	125	\$28.11	\$594,689
Photographic Equipment	129	\$55.07	\$1,165,097
Photographer Fees/Other Supplies & Equip Rental/Repair	133	\$40.97	\$866,769
Reading	124	\$192.48	\$4,071,921
Magazine/Newspaper Subscriptions	125	\$79.18	\$1,675,015
Magazine/Newspaper Single Copies	117	\$22.39	\$473,709
Books	126	\$90.92	\$1,923,397

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 20 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		425,303	441,705
Households		165,521	172,039
Families		114,775	118,526
Median Age		39.0	38.8
Median Household Income		\$68,866	\$78,534
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	135	\$838.60	\$138,806,384
Admission to Movies, Theater, Opera, Ballet	131	\$199.11	\$32,957,360
Admission to Sporting Events, excl.Trips	138	\$82.31	\$13,623,968
Fees for Participant Sports, excl.Trips	134	\$142.92	\$23,655,651
Fees for Recreational Lessons	139	\$190.19	\$31,479,991
Membership Fees for Social/Recreation/Civic Clubs	136	\$223.15	\$36,936,202
Dating Services	120	\$0.93	\$153,212
Rental of Video Cassettes and DVDs	127	\$52.18	\$8,637,187
Toys & Games	127	\$184.86	\$30,598,275
Toys and Playground Equipment	127	\$179.61	\$29,728,670
Play Arcade Pinball/Video Games	124	\$2.35	\$388,174
Online Entertainment and Games	125	\$2.91	\$481,777
Recreational Vehicles and Fees	121	\$390.82	\$64,688,799
Docking and Landing Fees for Boats and Planes	139	\$9.87	\$1,633,724
Camp Fees	140	\$40.25	\$6,662,031
Purchase of RVs or Boats	118	\$329.45	\$54,531,321
Rental of RVs or Boats	131	\$11.25	\$1,862,546
Sports, Recreation and Exercise Equipment	102	\$184.35	\$30,513,154
Exercise Equipment and Gear, Game Tables	109	\$89.10	\$14,747,688
Bicycles	132	\$26.20	\$4,336,208
Camping Equipment	52	\$7.54	\$1,248,136
Hunting and Fishing Equipment	73	\$28.13	\$4,656,243
Winter Sports Equipment	121	\$7.84	\$1,297,957
Water Sports Equipment	123	\$8.21	\$1,358,583
Other Sports Equipment	130	\$12.32	\$2,039,144
Rental/Repair of Sports/Recreation/Exercise Equipment	125	\$5.01	\$829,560
Photographic Equipment and Supplies	130	\$134.66	\$22,288,533
Film	122	\$8.98	\$1,486,208
Film Processing	127	\$28.54	\$4,723,627
Photographic Equipment	131	\$56.24	\$9,309,379
Photographer Fees/Other Supplies & Equip Rental/Repair	132	\$40.90	\$6,769,530
Reading	129	\$200.15	\$33,129,808
Magazine/Newspaper Subscriptions	130	\$82.56	\$13,665,891
Magazine/Newspaper Single Copies	123	\$23.66	\$3,915,880
Books	130	\$93.94	\$15,548,438

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Mulberry Area/Mt. Repose
1079 STHY 28, Milford, OH, 45150
Drive Time: 30 minutes

www.ClermontCountyOhio.biz

Latitude: 39.19613
Longitude: -84.23298

Demographic Summary		2010	2015
Population		1,173,690	1,211,889
Households		470,123	485,840
Families		295,469	303,281
Median Age		36.8	36.8
Median Household Income		\$58,194	\$66,514
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	109	\$676.98	\$318,261,918
Admission to Movies, Theater, Opera, Ballet	109	\$165.96	\$78,019,571
Admission to Sporting Events, excl.Trips	112	\$66.93	\$31,467,091
Fees for Participant Sports, excl.Trips	108	\$115.64	\$54,363,561
Fees for Recreational Lessons	108	\$148.08	\$69,616,261
Membership Fees for Social/Recreation/Civic Clubs	110	\$179.53	\$84,402,007
Dating Services	109	\$0.84	\$393,426
Rental of Video Cassettes and DVDs	111	\$45.61	\$21,440,104
Toys & Games	109	\$158.26	\$74,400,181
Toys and Playground Equipment	109	\$153.58	\$72,202,825
Play Arcade Pinball/Video Games	111	\$2.09	\$983,726
Online Entertainment and Games	111	\$2.58	\$1,213,643
Recreational Vehicles and Fees	94	\$304.83	\$143,309,375
Docking and Landing Fees for Boats and Planes	110	\$7.78	\$3,659,123
Camp Fees	107	\$30.90	\$14,525,618
Purchase of RVs or Boats	92	\$257.21	\$120,919,557
Rental of RVs or Boats	104	\$8.94	\$4,205,184
Sports, Recreation and Exercise Equipment	84	\$152.24	\$71,570,725
Exercise Equipment and Gear, Game Tables	90	\$73.59	\$34,594,199
Bicycles	111	\$21.98	\$10,332,974
Camping Equipment	43	\$6.20	\$2,917,065
Hunting and Fishing Equipment	61	\$23.34	\$10,974,577
Winter Sports Equipment	96	\$6.23	\$2,928,843
Water Sports Equipment	99	\$6.62	\$3,114,507
Other Sports Equipment	109	\$10.33	\$4,854,138
Rental/Repair of Sports/Recreation/Exercise Equipment	99	\$3.94	\$1,854,447
Photographic Equipment and Supplies	108	\$112.16	\$52,730,905
Film	104	\$7.69	\$3,614,983
Film Processing	107	\$23.92	\$11,245,875
Photographic Equipment	110	\$47.15	\$22,166,928
Photographer Fees/Other Supplies & Equip Rental/Repair	108	\$33.40	\$15,703,131
Reading	108	\$167.13	\$78,572,000
Magazine/Newspaper Subscriptions	108	\$68.19	\$32,058,260
Magazine/Newspaper Single Copies	108	\$20.78	\$9,766,867
Books	108	\$78.16	\$36,746,919

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012

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